

Restaurant&Bar Tissage
Making knitting between cultures

Tissage Pub. Making Knitting Between Cultures.

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Tissage is an arduous work that was done in a period of two years and half, where there were controversies, new knowledge, experiences, approaches with many people and personal and collective empowerment.

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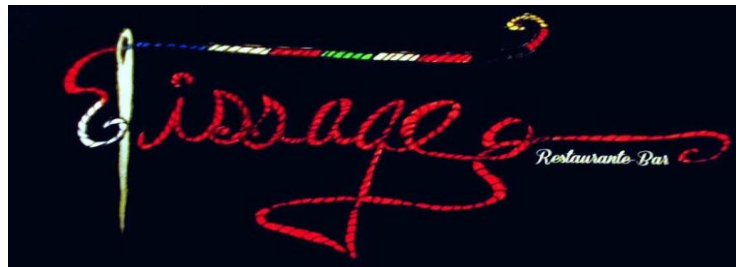
Tissage Pub.

“Making Knitting Between Cultures”

SUBJECT

Intercultural experience

LOGO



Abstract

Tissage-pub not only offers a place, but also gives wonderful intercultural experiences combined with wide of plates, desserts and typical drinks of countries like Colombia, France, Germany, England and Italy; besides moments of interaction and recreation, having the opportunity to share and to experience the culture of the above mentioned countries means knowledge expressed through forums, activities and talking, etc. In such a way that each consumer comes to feel that is within each country, traveling, living or meeting. Likewise

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achieving students, teachers, citizens, and interested foreigners in interacting can communicate to practice and strengthen their language and cultural skills by the interaction of five different languages, (English, Spanish, German, Italian and French)

Key words: country; culture; language; interact; intercultural experience.

Resumen

“RESTAURANTE-BAR TISSAGE” no sólo ofrece un lugar, sino que brinda maravillosas experiencias interculturales combinadas con gran variedad de platos, postres y bebidas típicas de Colombia, Francia, Alemania, Inglaterra e Italia, espacios con ambientación e infraestructura acordes a la región, momentos de interacción y esparcimiento con la oportunidad de compartir y experimentar la cultura de dichos países mediante saberes expresados en conversatorios, de tal manera que cada cliente sienta que está viajando por cada uno de ellos; logrando así mismo que los estudiantes, profesores, ciudadanos y extranjeros que quieran interactuar puedan comunicarse con el fin de practicar y afianzar sus habilidades lingüísticas y culturales mediante la comunicación en 4 distintos idiomas (inglés, francés, alemán e italiano)

Palabras clave: país; cultura; interactuar; idiomas, experiencia intercultural.

Table of Contents

Chapter 1: Introduction	1
1.1 Introduction to the study	1
1.2 Rationale of the study	2
1.2.1 Needs analysis and problem statement	4
1.2.2 Justification of problem's significance	4
1.3 Research question(s) and objective(s)	6
1.4 Methodological framework.....	6
1.5 Conclusion	7
Chapter 2: Business Plan	8
2.1 Business Summary.....	8
2.2 Objectives	10
2.3 Antecedents.....	10
2.4 Sector Analysis	12
2.4.1 External Environmental	12
2.4.1.1 2.5.1.1. Environmental Fact.....	12
2.4.1.2 Economical Fact.....	13
2.4.1.3 Political Fact	14
2.4.1.4 Demographic Fact.....	15
2.4.1.5 Geographic Fact	15
2.4.1.6 Sociocultural Fact	15
2.5 Market Analysis	16
2.5.1 Final Consumer	16
2.5.1.1 Geographic	16

ALL CAPS SHORT TITLE 50 CHARACTERS OR LESS

2.5.1.2	Demographic:.....	16
2.5.1.3	Psychographic	17
2.5.1.4	Behavioral:	17
2.6	Competition Analysis.....	18
2.6.1	Competition.....	18
2.7	Threat of substitute product:	19
2.8	Marketing Mix	19
2.8.1	Product and Service.....	20
2.8.1.1	The Brand.....	20
2.8.1.2	Description	20
2.8.2	Product	20
2.8.2.1.1	Food	21
2.8.2.1.2	Intercultural Activities	23
2.8.2.1.3	Decoration and room	24
2.8.2.1.4	Music	24
2.8.2.1.5	Literature.....	24
2.8.2.1.6	Special Product	25
2.8.2.2	Product's life cycle	25
2.8.3	Place	25
2.8.3.1	Supplier- Dealer- Product	26
2.8.4	Price.....	28
2.8.4.1	Product cost.....	28
2.8.4.1.1	Payment forms	33

ALL CAPS SHORT TITLE 50 CHARACTERS OR LESS

2.8.5	Publicity	33
2.8.6	People	33
2.9	Analysis and data collection	34
2.10	Surveys.....	34
2.10.1.1	Sampling Formula.....	34
2.10.2	First Survey	35
2.10.3	Second Survey.....	40
2.11	Focus Group.....	50
Chapter 3: Organizational Study.....		57
3.1.	Analysis.....	57
3.2.	Vision.....	58
3.3.	Mission.....	58
3.4.	SWOT Matrix	58
3.4.1.	SWOT Analysis	58
3.4.2.	SWOT Strategies.....	59
Chapter 4: Technical Study.....		62
4.1.	Location	62
4.2.	Macro location:	62
4.3.	Micro location:.....	62
4.4.	Project engineering	63
Chapter 5: Financial Study.....		64
5.1.	Table of Assets.....	64
5.2.	Consolidated table of assets	64

ALL CAPS SHORT TITLE 50 CHARACTERS OR LESS

5.3.	Workforce.	65
5.4.	Administrative Expenses Table	65
5.5.	Consolidated.	66
5.6.	Breakeven.	67
5.7.	Income Stetments.....	1
5.8.	General Balance.	1
5.9.	Financial Leverage.....	1
Chapter 6: Conclusions and Pedagogical Implications.....		2
6.1.	Introduction.....	2
6.2.	Conclusion	2

Table of Figures

<i>Figure 1 DANE</i>	13
Figure 2. Title of figure appears in "sentence case"	¡Error! Marcador no definido.

Table of Tables

Table 1 Intercultural Activities. Own elaboration.....	23
Table 2.....	24
<i>Table 3 Price food. Own elaboration</i>	32
Table 4 Surveys.....	35
Table 5 Second Survey. Own Elaboration	42
Table 6 Second Survey.....	43
<i>Table 7 Project engineering. Own elaboration</i>	63
Table 8 Assets	64

ALL CAPS SHORT TITLE 50 CHARACTERS OR LESS

Table 9 Consolidated Assets	65
Table 10 Consolidated.....	67
Table 11Balance Point	68
Table 12 Monthly Income Statements	1
Table 13 Income Statements	1
Table 14 Referential Map.....	10
Table 15 Flow Chart.....	10
Table 16 Publicity. Own elaboration.	21

Chapter 1: Introduction

1.1 Introduction to the study

The leading role that languages are acquiring in recent years has been very important for the field of communication between different cultures. Alsina (1997) "Now we are aware that one of the major problems of the XXI century, will be the relations between cultures, making into in one of the most significant aspects that has been called "globalization"

Today, international relations, treaties, agreements and also other interactions between countries have been increased; so, it's necessary that people communicate better by using the same language; for these cases there are language courses, translators and even web pages. However, the objective is that foreigners, citizens and students interact in a real context, enjoying a different atmosphere to the academy, in a space like a pub composed by rooms of different cultures (Colombia, Germany, France, England and Italy) where people can socialize, practice, and develop to the moment to experience this cultural exchange.

The investigation has been developed in a period of two and half years. Besides, regarding to the place, it takes into account that "Tissage-pub" will be located in the area of restaurants and bars in the "Zona T" in Bogota City, near shopping centers where many people are, who wish to interact in one or more languages with the purpose of talking about their culture, art, historical events, among other topics, etc.

This project handles a type of market research with a qualitative approach, because it finds the different tastes of customers; and quantitative by the financial studies to be performed and analyzed. It aims to explore cultural aspects like: food, music, art, literature and language. For that reason it is divided into different chapters. In the business plan is reflected the referential aspect is examined, followed by the market research and a business plan which takes into

account the organizational, technical and financial study with their respective analysis. Finally Tissage presents the relevant conclusions obtained throughout the research.

1.2 Rationale of the study

In the process of learning is important practice the knowledge acquired; “Individuals which are conscious of strategies that they need, and put them into practice, they learn in a better way than those which do not practice any specific strategy” (Vilarrubla, 1994, p.120). According to the author, it is important to learn a new language theoretically but also in practice, after acquiring the necessary basis of the language, each person must look for the best strategy for putting it into practice, and one of the best ways is to be in a real environment, where people can talk with native speakers of that language or people who had learnt the target language and they have some experience with the language. In contrast, into the process of acquiring a new language, it is also important to learn its culture for understanding and taking ownership in a deep way of the knowledges learnt of the language, the same is suggested by Sagredo (2010):

“Nowadays, the use of pure linguistic and communicational competencies in a foreign language can turn out to be insufficient for the knowledge of the same, for that reason it is necessary to integrate cultural and historical elements of the different spoken countries, providing to the language a special role (p.422).”

It is important to unite all kinds of knowledge about the language with its culture, therefore a person who learns a language must master its culture, history, customs, typical food, etc. Due to the previous fact, many times words or sentences could come from a specific cultural

situation, and knowledge about this can help that individuals have a better performance when talking or understanding the language.

Hence, creating a pub like Tissage, which is recognized as a fashion point for enjoying and learning in the capital city, is interesting, which in turn will be a place for visitors from other cities of Colombia and foreigners as well, and it will be known for showing England, France, Germany and Italy, their culture in its warm environment and one of the most important points, the typical food, where people can have a space for communicating with people in other languages, into specific activities for improving listening and speaking skills.

In Bogota city there is not a similar restaurant, there is a great variety of restaurants with French, Italian, English thematic. But these places just use a country. What makes Tissage different is that into its entrance, people will feel as if they were in an airplane cockpit, where they will require a ticket for any of the four countries named. In the pub people will feel as if they were visiting the country, because creators will have a special caution with details, which makes that each person enjoys each room, feeling themselves inside a restaurant in France, Germany, Italy and England. They will also be able to interact with other people. In Bogota there are different places for chatting in different languages inside simple rooms, but never like Tissage where, for instance, at the same time that people speak in French they could enjoy a delicious French food, drink or taste snacks, surrounded by furniture, paintings, details and music, among other details with the best French style.

This business plan is an advantage to the students of modern languages, creators of this project, because this provides knowledge, experiences, good way to practice the language and good moments. On one hand, it is created a new enterprise, using all the knowledge learnt during the subjects of administration which is the emphasis of the degree. On the other hand,

languages, which researchers will have to practice and improve all the time when they see foreigners into the restaurant and when they do the intercultural communication activities. Undoubtedly, for managing any company, people must have practice in the subject matter, as in this case knowledge in modern languages of the student creators of the project.

1.2.1 Needs analysis and problem statement

What will be the level of recognition between students, teachers of the Modern Languages Faculty and citizens, the creation of an intercultural pub offering talks with native foreigners and spaces of intercultural experience in “Zona T”?

1.2.2 Justification of problem’s significance

For a person who attends any class of a language, it is usual the popular advice explained by each teacher during all academic process, which deal with self-sufficient learning, Ruiz (2011) affirm:

“Se pide al aprendiz que sea capaz de intervenir directamente en este proceso, y que asuma su propia responsabilidad. Para conseguir que el alumno adquiera autonomía y desarrolle un papel activo desde un punto de vista pedagógico, deberá aprender a aprender. Esta se va a convertir en una de las condiciones imprescindibles de todo aprendizaje autónomo. Con la ayuda de distintos recursos humanos y materiales, el estudiante deberá aspirar a aprender sin que se le enseñe. De este modo, el aprendizaje de una lengua se convertirá en un comportamiento personal, en una actitud activa y autónoma por parte del estudiante.” (p.185)

Learning not just depends on the means provided by an institute, a university or a course, but also each person must practice and study independently for strengthening themselves; this can be achieved by listening to music in another language, watching movies with subtitles, speaking with any person in that language, among other activities, etc.

Teachers which always give this advice are right but, what happens when people do not resign to learn only this way and they want to look for new alternatives? Learning inside a classroom is important, but in many cases it is incomplete, Piekarowicz (2008):

Las situaciones basadas en la vida real juegan un gran rol en el camino hacia el aprendizaje de inglés aunque por ser practicadas en un salón no son 100% naturales. Por eso basar ejercicios de escuchar en gran parte en pasajes leídos en voz alta seguidos por preguntas de comprensión no es de mucha ayuda porque se sabe que en la vida cotidiana muy poca comunicación es leída en voz alta y tampoco normalmente respondemos a través de preguntas de comprensión. (p.46)

Students just do not want to watch movies for acquiring a language, they want to learn a language in real life, they want to interact with individuals which are studying the same language or much better if they can maintain a conversation with a native, the communicational interaction could be easier at the moment of visiting other country. In contrast, if at the moment of taking this self-sufficient process, people would be learning about the culture, it would be a great advantage for any person. For that reason, if there is a clear idea about the benefits that a pub have in people who are interested in languages and its culture, it will have a clear knowledge on the size of the impact that the idea will cause not just in the development of the learning in the creators of the restaurant but also in the customers which will be the most important.

1.3 Research question(s) and objective(s)

1.2 Objectives

1.2.1 Overall Objective

To propose to different investors and common funds of financial leverage a business plan in order to implement a pub, where citizens and foreigners have the opportunity of interacting, strengthening and sharing linguistic and communicative abilities in English, Italian, French, German and Spanish by means of intercultural experiences.

1.2.2 Specific Objectives

- To explore about the advantages that localization of the restaurant-pub offer, for practicing languages through intercultural activities.
- To investigate about cultural aspects such as (music, food, literature, etc.), of countries like Italy, England, Germany, France and Colombia. With the purpose of generate a good atmosphere into the place.
- To develop a financial analysis where total inversion is highlighted, and minimal inversion is determinate, in order to implement the plan.

1.4 Methodological framework

Tissage pub handles a market research due to the case that is necessarily to explore about each aspect of the service that it will offer, making an analysis of marketing mix and moreover performing surveys to know potential customers likes.

Technical and instruments for data collection are integrated for interviews to some owners of similar restaurants to Tissage, surveys to modern language's students from 7 to 8 semester from ECCI University, and professors which have traveled abroad; observational work into some pubs and restaurants which offer intercultural experiences in Bogota City and finally

the performing of a focus group between ECCI University languages' pages which are natives from England, Colombia, France and the United States, they can provide us of good information about foreigners' perspectives about Tissage.

1.5 Conclusion

In conclusion, in the first chapter people can perceive the importance which languages have in the current world due to globalization. Additionally, people can perceive the importance of learning a language not only inside a school environment, but also in real life contexts. That is why the project Tissage came up, a restaurant in which people could know France, Germany, Italy and England, their cultures and practice their languages as well.

The business plan uses a type of marketing research, with technical and instruments in the data recollection like surveys, focus group, field study etc.

Finally, this document shows the importance of the creation of a pub can be the difference being one of the restaurants that offers exclusive but important and delicious food and drinks in a place recognized in Bogota City; it also provides spaces or intercultural experience with the aim of practicing the language and have and wonderful time.

Chapter 2: Business Plan

2.1 Business Summary

Tissage is a pub that offers the most delicious food, gives to others intercultural experiences about different countries (Colombia, Germany, Italy, France and England) through a full space with a lot of opportunities for the students, foreigners and citizens; who are interesting in interact, improve and share linguistic skills can experience the culture and communication appropriate to the regions

Providing to the consumers a great variety of menus with plates, drinks and desserts while they enjoy of the intercultural exchange, in addition, inside the area there are different drinks and activities of the proposed countries with the aim of have a great impact.

The pub will be located in the “Zona T” in Bogota City, a place with a wide demand of thematic pubs, but no one like Tissage that emphasize in different cultures, for that reason thanks to the variety of regions, Tissage is special to others.

For development of the present Project, it is necessary an investment of 94'482.852 pesos for creation of Tissage, as well as dispose the enough funds for sustaining of the first two years. The entrepreneurs, creators of the project will provide 50% of the quantity, although it will be necessarily the leverage of investors to supply the rest of the money.

Incomes are from plates and drinks offered at Tissage, which most of them have an utility of 100%

The balance point is very important in a business plan, because it allows determining the necessary level of sales to cover the total costs. According to this information, Tissage has a balance point of 60.59%, the percentage necessary to cover the costs and with information about sales, Tissage is a viable business

The process to be carried out for promotes customers' loyalty will be; giving excellent service for have a well impact so people could advertises voice-to-voice in an effective way; in the other hand, when someone is in your birthday Tissage gives him one dessert and drink free as he/she likes. Also, for the regular clients Tissage offers them key chains or someone representative emblem of the different countries.

The process that will be carried out to ensure customer loyalty will be, firstly, to provide a very good service so that voice-to-voice advertising is carried out in an effective way and continue to reach more customers; when a birthday diner will be offered a dessert of the country that most likes at no cost. On the other hand, frequent customers will sometimes be offered key rings or a badge that represents one of the countries that Tissage offers

Through the market study the target audience was proposed, concluding that Tissage have the open doors mainly to people between 17 and 40 years who are interesting and search for intercultural experiences, for that reason it will be for people with knowledge in another language and want learn about cultural aspects for the different countries. Those people may to have a medium or high income level with a 1 to 2 basic wage

The creators of Tissage are Katherinne Báez and Luisa Silva, professional in Modern Languages of the ECCI University who are in charge of the creation, the administrative and operative part of Tissage. Also is necessary to consider the possible join with investors.

Finally, one of the goals of Tissage is to be one of the known pubs in Bogota city, not only for the food, but also for the opportunity of maintain interactions, learning experiences and intercultural exchanges.

2.2 Objectives

General Objective

- To determine the level of acceptance of the students, teachers of Modern Languages of the ECCI University and foreigners who frequent the “Zona T” in Bogota City, regarding to a new pub which themed is the intercultural experience and the communication

Specific Objectives

- To identify the grade of recognition of the target market opposite to a new pub that offers an intercultural experience about the different countries like (Colombia, France, Germany, England and Italy)
- To evaluate the economic status that the potential clients would be ready to pay for every product,
- To determine which there are the aspects more influence for the potential client, at the moment of attend any pub
- To establish which would be the adequate place for Tissage
- To compare and to analyse different opinions of foreigners about food and culture of the countries previously mentioned, and talk also about Tissage.

2.3 Antecedents

For developing of the present project “Tissage restaurant-pub” was required look for complete information for the purpose of giving it a better support, which is why that it was found assistance in some thesis of which were classified three theoretical elements: language interaction, culture of different countries and the creation of a restaurant.

The international food is a digest of the best flavors that each country has and can offer. It is not only food from different countries but also a sample of the best delicacies of each culture; a factor which has developed such a great acceptance for international food is globalization. Now, through different media people have a better access to different cultures around the world, thus they can know the flavor and the exclusivity of their food. Consequently, different thesis are exposed and the importance that they have for Tissage.

To begin with, the first project found was a similar thesis with the present project since manages different kind of international food, including dishes from Europe and America, which pretend to approach to customers that are lovers of new trends, also that look for explore varied atmospheres and different tastes. The major difference is that the principal theme is magic, but as the other thesis and Tissage, what they look for is that clients enjoy a unique experience and that they remain pleased at the end of each visit. Thesis Xatruch Obando, J. (2008, 02) Receive the name of “*Propuesta de negocio para el establecimiento de un Restaurante Gourmet de Comida Internacional basado en la teoría de Administración de Proyectos*”, which was done in San Jose, Costa Rica.

Likewise, next thesis was found “*Plan de empresa para un restaurante de comida TEX-MEX*”, from CESI University in Cali City. The idea of this business is based on the creation of a restaurant with a TEX-MEX gastronomy, which is the fusion of food from native towns in Texas and the Spain food of XVI century, which mix traditional ingredients of both cultures during time of Spanish missions, developing dishes with strong flavors, a great example are burritos, nachos, quesadillas, etc. This project was taking as an example because mix two cultures and make them known by means of its food, which it has a little bit of similarity with the present project. Another akin aspect is its mission “*plantea “Nuestra idea de negocio es un restaurante*

que toma como concepto base la cultura TEX-MEX y ofrece un ambiente agradable para compartir en familia o con amigos” Quintero, (2011,10) “*plan de empresa para un restaurante de comida tex-mex*” that is similar to Tissage which it also look for providing a comfortable atmosphere for its clients.

Lastly, within Bogota City is found Duque Lamir’s Thesis, V.(2009,08). “*“elaboración de un plan de negocios para la creación de un restaurante de comida fusión, enfocado en combinar platos italianos con comida latina, y ubicado en el sector de Usaquén de la ciudad de Bogotá.”* What it was taking into a count, “*“Creación de un Restaurante de comida Fusión, enfocado en combinar platos italianos con comida latina”*, according to creators of this Project, they want to provide an appropriate place to make known fusion food, due to the case that in Bogota there are few places with this features. The similarity with this restaurant is that they want t make known more than a culture; besides the different opportunities since is a new theme in the city.

Finally, it has been shown that is indispensable to know the ideas about these fields, so as to strengthen the Pub and keep up with the impact and positioning which these ideas have had in society, for the purpose of reaching an analysis about its implementation process.

2.4 Sector Analysis

2.4.1 External Environmental

2.4.1.1 2.5.1.1. Environmental Fact

“Tissage-Pub” is located in Bogota, a recognized city for has a variable climate, in which, in the morning could be a sunny day while in the afternoon can be rainy. This phenomenon could be negative for Tissage because people prefer stay in their houses when it’s raining. Nevertheless

during the week the attendance is better a cause of their jobs and working hours. Sometimes, in rainy days the people can take refuge and the can know more the pub. On those days the pub offers them hot drinks courtesy of the house, with the aim of promote a well experience to costumers. Special drinsk like French chocolate, Italian Coffee, Soft English Tea or Colombian “Agua de Panela” will be the best decision in cold days.

2.4.1.2 *Economical Fact*



Figure 1 DANE

According to the DANE and personal finances; in the first quarter of 2015, GPD grew up 2.8% compared to the same quarter in 2014. The highest growth occurred in the following activities: Commerce, repairing, restaurants and hotels with 5.0%, construction with 4,9% and financial establishments, companies services and real states with 4.4%. (September, 4)

The previous statistic was an investigation made by Brandstrat, within the five most important cities of Colombia. At present Colombian food consumption has grown, mainly in restaurants that have come to the country. It is worth realize that the reason Colombians seek to eat outside their homes is not only because of food, but because they want to have a unique and different experience. Tissage is focused on making up for both needs required by Bogotanos customers.

2.4.1.3 Political Fact

For the current business idea it is important to know the tax regulations that govern this, the recent standards in the country for establishments such as restaurants are:

- Decree 3075 of 1997: This law determines the importance of health and establishes several rules around the hygiene that must have the commercialization of food.

(According to decree 3075 of 1997, Mayor's Office of Bogota)

- STN (Sectorial Technical Standard) - Gastronomic Establishments
- STN - USNA 002: Food and drink service according to technical standards.
- STN - USNA 006: Basic infrastructure in establishments in the gastronomic industry.
- STN - USNA 007: Sanitary Standards for Food Handling
- STN - USNA 009: Industrial safety for restaurants
- STN - USNA 011: Good practices for the provision of service in restaurants. (*STN- Gastronomic Establishments, Publication Date, April 03, 2013. Min Trade Industry and Tourism*)

There are several rules that apply for an optimal development of the business plan, so that it can have a big acceptance by customers, and don't have legal problems affecting the good name of Tissage.

Also, there are several entities that can be used to have better advice and good support within the gastronomic world:

- ACODRES (Colombian Association of the Gastronomic Industry)
- Ministry of Commerce, Industry and Tourism
- PROCOLOMBIA
- Bogotá emprende

2.4.1.4 *Demographic Fact*

Tissage has the open doors for people between 18 and 40 years with social stratum between 3 and 6 and foreigner people, taking in account the study of the “Secretaria Distrital de Planeación) 3’700.780 people are in 3 and 6 stratum.

According to de census in 2005 by the DANE in Bogota there were 6’778,691 people of which 4’018.451 were in the required age range for Tissage. Another research was published by “El Tiempo” about the increased visits by foreigners to Colombia with an approximation of 4 millions of visitors. These aspects are important information for calculating the potential clients of the pub.

2.4.1.5 *Geographic Fact*

Tissage Pub will be located in a recognized sector of the capital “Zona T”, because is very crowded due to the different hotels, pubs, exclusives establishments and restaurants that exist in the place. Reason why Tissage is located in a place accord to the demand.

2.4.1.6 *Sociocultural Fact*

Colombians are sociable, working and happy people, constantly they are trying to find new things to do and to learn, also after their jobs just want share with their family and friends. In the other hand the university students like to explore places to drink, eat something, talk with other friends, and why not; meet another people; Tissage is a best option for have this kind of experience with others while enjoy the food and different activities.

2.5 Market Analysis

2.5.1 Final Consumer

2.5.1.1 Geographic

- **Area:** due to the case that Tissage restaurant-pub will have its place in the zone of restaurants, pubs and malls of “Zona T” in Bogota, is determined:
- **Size:** having into account quinquennial, simple and for sex ages made for DANE and District secretary of planning in his article: “*Proyecciones a 2015 por edades quincenales y simples*” in 2015 are approximately 7’878.783 inhabitants in Bogota, which 4’670.592 fulfill the age requirement and 3’700.780 belong to 3 and 6 social stratum.
- **Type of population:** Tissage will offer its service, specifically to urban population, due to the case that location is focused in this type of people.
- **Weather:** Bogota is characterized for having a moderately cold weather, with 14°C approximately.

Even though, for being a tropical climate, cold is accentuated in rain or few sun days. On the other side, days with a lot of sun, the thermal sensation can increase even to 23°C or more. That is why, people must be always prepare for cold, sun or rain.

2.5.1.2 Demographic:

- **Family life cycle:** Tissage does not have a prototype to define family life cycle, since as a restaurant-pub, familiar, business, interculturality and juveniles spaces are offered, therefore this cycle cannot be specifically segmented.
- **Occupation:** Students, teachers, professors, etc.
- **Age:** 18-40 age

- **Gender:** There are not differences between eating habits in genders.
- **Ethnic origin:** According to ethnic groups statistics in Colombia consulted for DANE *“Colombia es un país con multiculturalidad. Pero con el 49% prevalece la etnia Mestiza”*
- **Income level:** Taking into account that Tissage offers variety of plates and products for different tastes and that Ajiaco is the cheaper dish with a price of \$10.000 and the most expensive dish Coq au vin has a price of \$26.000, the appropriate income level for the costumer can enjoy each product, would be 1-2 minimum wage.

2.5.1.3 Psychographic

- **Personality:** People interested in other cultures, which wish to learn and improve their abilities being exposed to other languages and interact with foreigners, also with the desire of delight their palate with exotic food and spent a pleasant moment with their families, friends or even alone.
- **Life style:** Active people, which look for a place of entertainment and interculturality after a long tedious day.
- **Values:** Tissage awaited people which do not generate misconducts in conversation and entertainment spaces, likewise that they will be delicate to admire artistic and cultural articles, etc.

2.5.1.4 Behavioral:

- **Opportunity of purchase:** Due to the case that Tissage is a restaurant and offer to consumer food products of 5 different cultures, the opportunity of purchase would not have specific seasons for clients which live in Bogota. In this case, the opportunity of purchase would be in seasons more visited for foreigners, holiday seasons which have

place from June to August and at the end of the year from December to January. It must be emphasized that all year round Tissage will have open doors from Tuesday to Sunday in schedule of 11:00 a.m. to 1:00 a.m.

- **User type:** Tissage expect to obtain users that attend in labour and academic breaks, also potential consumers as organizations, weddings etc. for social events.
- **Benefits:** Benefits that Tissage wants to offer are, quality, economy, security and comfort. Quality in the service and food offered, taking care that suppliers are the most appropriate and also that manipulation of products in the restaurant fulfill the sanitary standards. In the economy aspect according to the segmentation study, price offered to clients is the adequate having into account the stratum and the activities that they realize. In respect of security, the restaurant is under surveillance with a system of camera of high quality and employees are hired with a specific profile for the purpose of any of them can cause insecurity to clients. Lastly, comfort is one of the most important aspects for Tissage, which from entrance offer a welcoming atmosphere, making feel customers as if they were in France, Colombia, Germany, Italy and England with all amenities that any restaurant in some of these countries can offer. Finally, it is important to emphasize that the priority of Tissage are its clients and it will work every day to fulfill their expectative about quality, economy, security and comfort.

2.6 Competition Analysis

2.6.1 Competition

After different researches and field studies there was concluded the analysis of the direct and indirect competitions in Bogota,; taking in account the added value in Tissage, there was not

a similar pub that consider all of the countries that Tissage offers and that gives, because others pubs, restaurants or spaces only offers one or two countries in comparison to Tissage, also its difficult find a pub that offers restaurant and bar at the same time. However, “A seis manos” is a possible competitor, since it is a restaurant located in the middle of Bogota that offers international plates, specially French food and is an place where people have the opportunity to meet others. In addition, exist a bar called “La Villa” that organized an event “Gringo’s Tuesday”, a space for talking and practice different languages and make cultural exchanges. Finally, some others indirect competitions with less impact are “The Monkey House”, “Köttbullar”, “Macarena”, “Pozzeto”, “La toscana”, “Criterion” and “Dame tu Lengua” for providing international food of the different 4 countries, or thanks to their similar activities such as Tissage.

2.7 Threat of substitute product:

Substitute product can be offer for any restaurant that provide similar products to Tissage, as in food as in interculturality and communicative activities, this can be offered in restaurants named before in the section of competition.

2.8 Marketing Mix

Nowadays it is not sufficient to cook appropriate, you need to know how to attract and retain customers, this process is achieved through with an analytical and meticulous study of Marketing Mix, Next in appears the exhaustive study of Tissage:

2.8.1 Product and Service

2.8.1.1 The Brand

The name of the pub “Tissage” is written in Françoise, tis meaning is “Knitting” according the aim that is to join cultures (Colombia, French, German, Italy and England) showing their important events and customs through nice recreation and achieving the interaction between each, as the motto “***Making Knitting Between Cultures***”

The representative logo is characterized by having the red letters, being as the five countries share these colors in their flags; this letters come out of a sewing needle, representing the union; over the image are the name of the countries, and finally under the logo are the word “Restaurante-Bar”: Managing to attract the attention to consumers and perceiving the message of the join of the five cultures.

2.8.1.2 Description

“Tissage-Pub” offers four rooms of different countries, which seeks to provide a full service so thath in this way people feel that they are traveling and staying in each country, for that reason is important to maintain the infrastructure, design, music, art, literature inside the pub, and the appropriate dress and language of the waiters, barman, receptionist and cashier. Each country is divided for typical plates like main course, drink and dessert. At last allowing for the principal goals, each weekend, will be practice variety of activities for practice the language, interact, and make intercultural exchanges inside the pub.

2.8.2 Product

2.8.2.1.1 Food

FRANCE:

- **Coq au vin:** In English this recipe is called chicken with wine and it is from region of Burgundy, that is why is prepared with wine, because from this region is originate the famous Burgundy red wine. In other regions of France it is used to be preparing with white wine, but the traditional is red wine. It is a XX century's recipe that come from humble country families, whom when their cock was not useful, they decided to make it the protagonist making this amazing recipe, but when cock is old its meat is hard, that is why they had to leave it marinate and cook it for some hours in red wine in order to soften it meat.
- **Farz de Bretón:** Farz de Bretón is a traditional recipe from Brittany region in France; It is a pie with a texture similar to pudding, the dough is prepared with common ingredients as milk, wheat flour, eggs and sugar, also can have plums or raisins and as an option can have pears or apples.
- **Drinks:** Baron d'arignae wine

GERMANY

- **Bratwurst Pfanne:** In respect of gastronomy, Germany is known for fabrication and high consumption of sausages, which vary in taste, size and colors. In any place they can be found, as in fancy restaurants as in street stores; Breatwurst pfanne literally mean sausage in a pan and it is generally pour of this way in restaurants, due to the fact that in streets is poured in bread. In restaurants can be served with potatoes and a delicious dressing.

- **Rote Grütze:** *Rote grütze is an specialty from north Germany , grütze mean mash or a thick mixture and rote mean red, which come from blackcurrant that are used to prepare the dessert, this are little red fruits; however, today there are many variations, which use other red fruits as strawberries, blackberries, etc.*
- **Drinks:** Benediktiner Beer

ENGLAND

- **Beef Wellington:**
 1. The origin of this famous English dish is unknown; in some places believe that the creation was of The Duke Wellington, but many others, that it was created for a party in Wellington, New Zealand. The dish is made of beef tenderloin covered with pate and stew which later is involved in a pastry and baked.
- **Sticky Toffee:**
 2. This typical English dessert come from county of Cumbria and it was created due to cold winters in this region. Its preparation consists in a delicious and small cake with dates topped with caramel sauce.
- **Drinks:** English tea: Twinings

ITALY

- **Cannelloni:**

There are many documents from XVI century which confirm de existence of cannellonis in Toscana and Sicily; though they were not prepared as today. This recipe consist in a flat and square pasta, similar to lasagna pasta, which can be stuffed with any

ingredient and later be rolled in cylinder shape and be covered with a sauce, as the most famous, Béchamel.

- **Cannoli:** It is possible that the origin of this recipe might be for the heritance which left Arabian domination over Sicily. This dessert consists in cylindrical fried pasta which is stuffed with the famous ricotta cheese, candied fruit and sugar.
- **Drinks:** Limoncello di Capri

COLOMBIA

- **Ajiaco:** El Ajiaco is a typical dish from Bogota city, this is made with three kind of potatoes, criolla potato which give it creaminess, and its usually yellow color, the others are pastusa and sabanera potato, it has chicken and it is use to be served with heavy cream, capers and avocado.
- **Rice pudding:** Nevertheless rice pudding belong to many countries, Colombia has adopted as a typical dessert which consist in cooking rice very slowly with milk, it is usually accompanied with raisins, cinnamon and heavy cream.
- **Drinks:** Agua de panela

2.8.2.1.2 Intercultural Activities

Table 1 Intercultural Activities.
Own elaboration

<i>Week</i>	<i>Days</i>	<i>Country</i>	<i>Activity</i>
1	Fridays, Saturdays and Sundays	France and Colombia	<ul style="list-style-type: none"> • French Literature´s discussion and photographic gallery • Colombian musical setting
2	Fridays, Saturdays and Sundays	Italy and Colombia	<ul style="list-style-type: none"> • Talk about Italian gastronomy • Colombian story-telling

3	Fridays, Saturdays and Sundays	Germany and Colombia	<ul style="list-style-type: none"> • Competition about fast sausage eating • Typical Colombian costumes
4	Fridays, Saturdays and Sundays	England and Colombia	<ul style="list-style-type: none"> • English classic films • Colombian typical dishes

Table 2 Activities

2.8.2.1.3 Decoration and room

With the aim that consumers are immersed in the atmosphere of the countries, is necessary taking into account each detail: the painting, colors, drawings, the historical, typical, social and artistic aspects of the countries are reflect in the rooms; like “Gioconda” in Italy, “The Nightmare” in England, “Der Wanderer über dem Nebelmeer” in Germany, “Bonaparte visitant les pestiférés de jaffa” in French and “Vendedora de papas” in Colombia are one of the principal artistic pieces exposed in the pub. Note that each painting will be printed in plotter of the best quality.

2.8.2.1.4 Music

The music is an important element that can never be missed in a pub, because it harmonizing the room and change the mood of diner and workers. As the pub is based in five countries, each room will have the typical music of the region; Edith Piaf, The Beatles, Luciano Pavarotti, Adalbert Luczkowski and Silva y Villalba are one of the examples of the variety songs that are present in Tissage, however, according to the activities and occasion the melodies and the musical genres will be different. Finally by legal aspects, Tissage will pay the appropriate copyright and Sayco y Acinpro.

2.8.2.1.5 Literature

Literature is an aspect that Tissage will stress too, it is impossible that clients read at food-time, but inside chambers of each country and as a part of its atmosphere, are essential

books that represent these regions, in Spanish as in its origin language; also they will be use at intercultural and communication activities. French literature is represented by “ Le Père Goriot” from Honoré de Balzac, Germany for Brothers Grimm’s fairy tales, Italy for the Divine Comedy from Dante Alighieri, England for Shakespeare’s A Midsummer night’s dream and finally Colombia for One hundred years of solitude from Gabriel Garcia Marquez.

2.8.2.1.6 Special Product

Exclusivity for receptions (marriage, graduations, parties) Universities, companies, forums and conferences, Tissage gives privacy dedicating the best and quality service for the presents.

IMPORTANT: Tissage includes professional staff for entertainment, organization and developing of the activities, advising, food, atmosphere and others.

2.8.2.2 Product’s life cycle

About life cycle of products, as mentioned above, they are perishable food which must be consume in the shortest time possible, in order to dishes do not lose their nutritional properties, its freshness and damaged quickly. Of course that in restaurants there is a particularity,

2.8.3 Place

Tissage restaurant-pub is going to have just a branch to provide an exclusive attention and a continuous improvement; it is going to be located in Bogota’s Zona T due to the case that is a strategic place for citizens and interested foreigners arrivals.

Distribution process is directly to consumer; firstly, groceries are obtain from Corabastos S.A in Bogota and also other companies if necessary, later employees will separate each product according to the country and food that is going to be prepared; after this process the Chef will review and chose food to prepare de dish and will give the necessary orders to waiters and cookers to start the preparation. Then, when client´s order is ready, each waiter should take it to the table. In the case of the pub, each bartender will prepare the drink and will take it to the customer.

2.8.3.1 Supplier- Dealer- Product

At the moment of speaking about foodstuff is important know the places where they will be obtained, taking into account the quality and price of the product. For that reason, “Corabastos” (the biggest place and most important place in Bogota) is the better option for the acquisition of food, vegetable and meats; the second option is another market called “Paloquemao”.

In terms of international representative products like the beer, German sausage and others ingredients and international essences, there are recognized importer companies of the city. For the furniture and basic tools “Alkosto” “Homecenter” and “La 14” are the good options to get themt. Finally for the searching of items, decoration, and other food exist the following suppliers that offers the best quality in a good price:

• Euro-link - Institutional Endowment Imported Products:

It is a company that since 1992 imports sells and distributes goods of Italian and German origin with strict production processes that offer the best quality. They provide furniture and utensils of kitchen, table and bar as utensils, glassware, cutlery, linen and accessories bar and buffet.

Address: Calle 85 # 9 - 86 Bogotá, Bogotá Colombia / Telephone: (+57 1) 5302426 - 2579613

• ***Art shop posters and posters studio international:***

It is a company with more than 35 years of experience in the importation and marketing of posters on various subjects (classical and contemporary universal art, photography, architecture, sports, artists, food and beverages, etc.), They offer an advisory service for the atmosphere of the room, restoration and others.

Address: Diagonal 53C No 23 - 22 Bogotá – Colombia / Phone: (541) 346 29 98 - (571) 540 22 01

• ***Food Strategies- La Gourmet Factory-La Spezia***

Supplier of spaghetti Spighe Di Campo, Villani prosciutto, ortalli balsamic, Italian Hams, Italian Canned Tomato, Wine Vinegar etc.

Address: Carrera 7 # 180 - 75 Bogotá – Colombia /Phone: 7456975

• ***German smoked ham and sausages:***

They are German sausage processors and provide catering services for banquets, meetings, launches, etc.

Address: Carrera. 9 No. 61 - 08 Office 301 Bogotá – Colombia / Phone: 313 8583216

2.8.4 Price

2.8.4.1 Product cost

FRANCE					
Coq au Vin: 4 servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Chicken breasts	9,000.00	1000	9	800	7,200
Bacon	6,000.00	500	12	200	2,400
Mushroom	6,000.00	500	12	250	3,000
French onions	2,000.00	500	4	200	800
Olive oil	37,300.00	1000	37.3	20	746
Coñac	150,000.00	700	214.29	100	21,429
Red wine	15,300.00	750	20.4	750	15,300
Garlic	6,000.00	500	12	50	600
Pinch of bay	1,000.00	10	100	1	100
Pinch of thyme	1,000.00	10	100	1	100
Corn flour	7,250.00	380	19.08	1	19
TOTAL	240,850.00	5,850.00	540.06		51,693.65
DRM cost of recipe per person					12,923.41
DLF cost of recipe per person					3,387.45
Total cost					16,310.87
Profit percentage 50%					9,786.52
Suggested retail price					26,097.38
FARZ DE BRETÓN: 8 Servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Prunes, pitted and quartered	8,000.00	500	16	100	1,600.00
Ron	35,000.00	750	46.67	100	4,666.67
Brown sugar	3,050.00	1000	3.05	120	366.00
Vanilla extract	2,300.00	60	38.33	20	766.67
Flour	1,500.00	500	3	200	600.00
Salt	1,050.00	500	2.1	1	2.10
Milk	15,950.00	1100	14.5	500	7,250.00
Butter	5,950.00	500	11.9	50	595.00
Egs	12,600.00	30	420	3	1,260.00
TOTAL	85,400.00		555.55		17,106.43
DRM cost of recipe per person					2,138.30
DLF cost of recipe per person					581.46
Total cost					2,719.77
Profit percentage 50%					2719.768608
Suggested retail price					5,439.54

DRINKS					
Wine Baron d'arignae					25,700.00
Profit percentage 50%					12,850.00
Suggested retail price					38,550.00
GERMANY					
Bratwurst with Sauerkraut: 5 servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
German sausage	13,980.00	538	25.99	538	13,980.00
White cabbage	4,000.00	800	5.00	800	4,000.00
Salt	1,050.00	500	2.10	2	4.20
Bay	1,000.00	10	100.00	1	100.00
Mustard seed	3,000.00	500	6.00	10	60.00
Pepper	18,000.00	500	36.00	2	72.00
TOTAL	41,030.00		175.09	1353	18,216.20
DRM cost of recipe per person					3,643.24
DLF cost of recipe per person					3,387.45
Total cost					7,030.69
Profit percentage 60%					4,218.42
Suggested retail price					11,249.11
Rote grütze: 4 Servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Raspberry	3,500.00	250	14.00	200	2,800.00
Blackberry	2,000.00	500	4.00	150	600.00
Cranberries	7,000.00	250	28.00	100	2,800.00
Strawberries	2,000.00	500	4.00	200	800.00
Icing sugar	3,100.00	500	6.20	40	248.00
Vanilla ice cream	26,150.00	1000	26.15	500	13,075.00
TOTAL	43,750.00		82.35	1190	20,323.00
DRM cost of recipe per person					5,080.75
DLF cost of recipe per person					581.46
Total cost					5,662.21
Profit percentage 100%					5662.214441
Suggested retail price					11,324.43
Drinks					
Benediktiner Beer	65.000 x 12				
Retail beer price	5400				
Profit percentage 30%	1620				
Suggested retail price	7000				

ENGLAND					
Beef wellington: 4 Servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Beef tenderloin	11,000.00	500	22.00	800	17,600.00
Mustard	15,300.00	200	76.50	100	7,650.00
Black pepper	18,000.00	500	36.00	1	36.00
Salt	1,050.00	1000	1.05	1	1.05
Olive oil	37,300.00	1000	37.30	5	186.50
Pastry	16,500.00	5	3,300.00	1	3,300.00
Eggs	12,600.00	30	420.00	1	420.00
Mushrooms	6,000.00	500	12.00	500	6,000.00
Shallot	2,000.00	500	4.00	140	560.00
Sweet white wine	17,700.00	750	23.60	100	2,360.00
Fresh black pepper	18,000.00	500	36.00	1	36.00
Thyme	1,000.00	10	100.00	1	100.00
Fresh parsley	2,000.00	10	200.00	1	200.00
TOTAL	158,450.00		4,268.45	1652	38,449.55
DRM cost of recipe per person					9,612.39
DLF cost of recipe per person					3387.453
Total cost					12,999.84
Profit percentage 60%					7799.9043
Suggested retail price					20,799.74
Sticky toffee: 8 servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Dates	16,000.00	500	32.00	150	4,800.00
Wather	5,360.00	6000	0.89	200	178.67
Sodium bicarbonate	2,480.00	500	4.96	50	248.00
Butter	5,950.00	500	11.90	260	3,094.00
Sugar	3,250.00	1000	3.25	60	195.00
Eggs	12,600.00	30	420.00	2	840.00
Flour	1,500.00	500	3.00	150	450.00
Vanilla	2,300.00	60	38.33	50	1,916.67
Cream	2,500.00	225	11.11	200	2,222.22
Brown sugar	3,050.00	1000	3.05	400	1,220.00
TOTAL					15,164.56
DRM cost of recipe per person					1,895.57
DLF cost of recipe per person					581.464441
Total cost					2,477.03
Profit percentage 100%					2,477.03
Suggested retail price					4,954.07
	-				
Drinks					
Twinings Tea	7,693.00	10.00	769.30		769.30
Profit percentage 100%					769.30
Suggested retail price					1,538.60

<i>ITALY</i>					
Cannellonis: 6 servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Ground beef (pork, beef)	6,000.00	500	12.00	500.00	6,000.00
Onions	500.00	500	1.00	100.00	100.00
Clove of garlic	600.00	500	1.20	50.00	60.00
Pig's liver pate	11,968.00	100	119.68	125.00	14,960.00
Pasta for cannellonis	20,700.00	30	690.00	30.00	20,700.00
Oil	37,300.00	1000	37.30	3.00	111.90
Salt	1,050.00	1000	1.05	1.00	1.05
Flour	1,500.00	500	3.00	100.00	300.00
Butter	5,950.00	500	11.90	100.00	1,190.00
Milk	2,600.00	1100	2.36	1,000.00	2,363.64
Parmesan cheese	13,750.00	250	55.00	200.00	11,000.00
TOTAL					56,786.59
DRM cost of recipe per person					9,464.43
DLF cost of recipe per person					3387.453
Total cost					12,851.88
Profit percentage 60%					7,711.13
Suggested retail price					20,563.01
Canoli: 5 servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Softened butter	5,950.00	500	11.90	30.00	357.00
Sugar	3,250.00	1000	3.25	150.00	487.50
Eggs	12,600.00	30	420.00	2.00	840.00
Dry white wine	16,950.00	750	22.60	150.00	3,390.00
Salt	1,050.00	1000	1.05	1.00	1.05
Vanilla extract	2,300.00	60	38.33	100.00	3,833.33
Flour	1,500.00	500	3.00	150.00	450.00
Oil	37,300.00	1000	37.30	20.00	746.00
Icing sugar	3,100.00	500	6.20	2.00	12.40
Fresh Ricotta	5,250.00	300	17.50	1,500.00	26,250.00
Orange or lemon peel	1,950.00	100	19.50	50.00	975.00
Sugar preserved cherrys	10,000.00	500	20.00	50.00	1,000.00
Sugar preserved pineapple	7,000.00	600	11.67	50.00	583.33
Chocolate	8,800.00	500	17.60	100.00	1,760.00
TOTAL					40,685.62
DRM cost of recipe per person					8,137.12
DLF cost of recipe per person					581.464441
Total cost					8,718.59
Profit percentage 100%					8,718.59
Suggested retail price					17,437.18
Drinks					
Limoncello di Capri					115,000.00
Profit percentage 50%					57,500.00
Suggested retail price					172,500.00

COLOMBIA					
Ajiaco: 8 servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Chicke breast	12,500.00	1500	8.33	1500	12,500.00
Wather	5,360.00	6000	0.89	1000	893.33
Corn	500.00	500	1.00	800	800.00
Potatoe	1,000.00	500	2.00	1000	2,000.00
Yellow potatoe	1,200.00	500	2.40	500	1,200.00
Coriander	1.11	500	0.00	1	0.00
Guasca	1.11	500	0.00	1	0.00
Garlic	600.00	500	1.20	50	60.00
Large Onion	2,000.00	500	4.00	200	800.00
Single cream	5,000.00	500	10.00	500	5,000.00
Avocado	2,500.00	1000	2.50	500	1,250.00
Salt	1,050.00	500	2.10	3	6.30
TOTAL	31,712.22		34.43	6055	24,509.64
DRM cost of recipe per person					3,063.70
DLF cost of recipe per person					3387.453
Total cost					6,451.16
Profit percentage 60%					3,225.58
Suggested retail price					9,676.74
Rice pudding: 4 servings					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Milk	2,600.00	1100	2.36	1000	2,364
Rice	2,700.00	500	5.40	200	1,080
Sugar	3,250.00	1000	3.25	125	406
Butter	5,950.00	500	11.90	25	298
Cinnamon	3,680.00	30	122.67	5	613
Ground cinnamon	6,030.00	27	223.33	5	1,117
TOTAL					5,877.39
DRM cost of recipe per person					1,469.35
DLF cost of recipe per person					581.46
Total cost					2,050.81
Profit percentage 100%					2,050.81
Suggested retail price					4,101.62
Drinks					
Agua de panela: 4 personas					
Ingredients	Purchase price	Quantity of purchase x g, ml	Price x g	Recipe quantity g, ml	Total
Agua	5360	6000	0.8933333333	1000	893.3333333
Panela	4870	500	9.74	100	974
TOTAL					1867.333333
DRM cost of recipe per person					466.8333333
DLF cost of recipe per person					846.86325
Total cost					1313.696583
Profit percentage 60%					788.21795
Suggested retail price					2,101.91

Table 3 Price food.
Own elaboration

2.8.4.1.1 *Payment forms*

Into Tissage, payments for the offered product can be made in cash or with credit card.

2.8.5 **Publicity**

Due to the pub is beginning and its recognition is less, the advertising is very important in this process; first, the social networks (Facebook, Instagram, Twitter, Web page) are important tools for posting the information, photos, menu, intercultural activities and description of the pub, also deliver flyers to people is the best and economical option, principally the flyers will hand out to the teachers and students of ECCI University who are trying Modern Languages and are interesting in the practice of the languages and in the intercultural experiences. After the foreigners will be the target market in providing flyers about the Pub, followed by the strategic locations in the city.

One of the most important facts in the advertisement are the tastings of the different typical foods and giving chain keys in the ECCI University and some near places the “Zona T”. The chain keys will have the form of important places of the 5 countries like Tour Eiffel , Torre pendente di Pisa, Big-Ben and Monserrate with the name of the pub in the lower. Other accessories are pencils, books, photos etc.

(See Appendix A)

2.8.6 **People**

The restaurant-pub have open doors to ECCI University's modern languages' students, teachers, citizens and foreigners, between 18 and 40 years old, which are interested in learning of cultures of countries mentioned above.

Likewise, Tissage restaurant-pub has an important and wide market niche, beginning with vegetarian people, it is going to be an exclusive menu for them, also, for fit people or persons with sugar problems, it is going to be a special menu for them too with desserts with few or not sugar.

2.9 Analysis and data collection

2.10 Surveys

2.10.1.1 Sampling Formula

$$N_o = \frac{z^2 p \cdot q \cdot n}{e^2 \cdot N + z^2 \cdot p \cdot q}$$

N= 295

e (Margin of error)= 2% =0.02

z (Confidence)= 95% =1.96

p(succes)= 98%= 0.98

q (Failures)= 1-p= 1- 0.98=0.02

$$N_o = \frac{(1.96)^2 (0.98) (0.02) (295)}{(0.02)^2 (295) + (1.96)^2 (0.98) (0.02)}$$

$$N_o = \frac{(3.92)(0.98)(0.02)(295)}{(0.0004)(295) + (3.84)(0.98)(0.02)}$$

$$N_o = \frac{22.665}{0.118 + 0.0752}$$

$$N_o = \frac{22.665}{0.1932}$$

$$N_o = 117$$

2.10.2 First Survey

1.

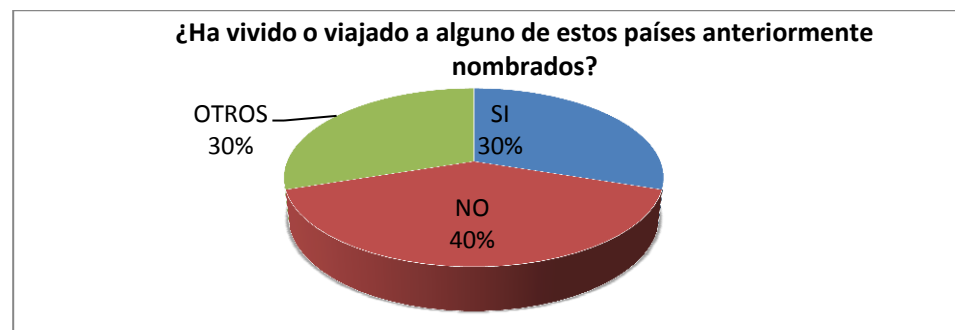
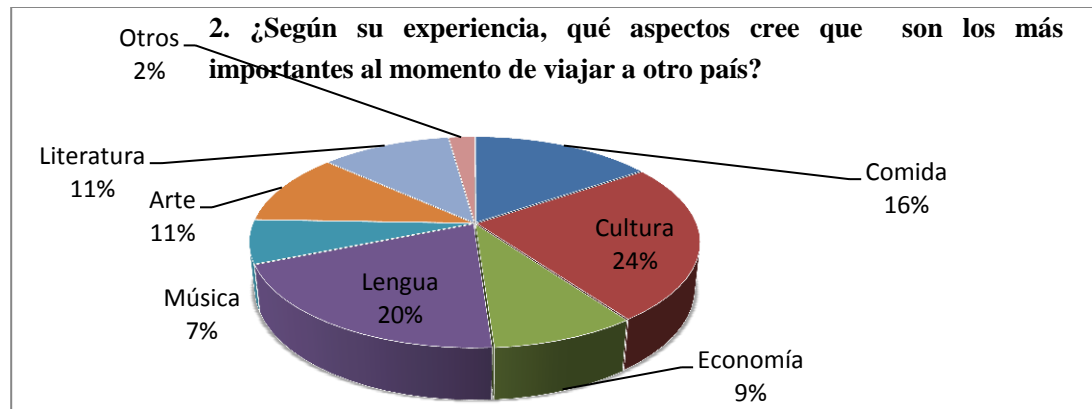


Table 4 Surveys

A great percentage of the population has not traveled to the mentioned countries. However, people who have traveled to other countries like USA, Peru, Canada, Bolivia, Argentina, Venezuela, Australia, New Zealand, Portugal, Switzerland, Poland and Czech Republic. This result is of great help because although many have not traveled it is possible that they are open to know different cultures through the pub.

2.



The 30% of people survived have traveled to Germany, England, Italy and French, and the other 30% have traveled other countries; is very important for the population to know about the culture and the language at the moment of traveling. Other aspects of less importance are the food, art and literature, the economy is not important because really matters to enjoy the moment and know more people. It's a significant aspect for Tissage in the moment of became true the intercultural experiences.

3



The feeding in not really important in the moemnt of traveling because to know, learn and have more experiences is a fundamental aspect. Thanks to the added value of Tissage not only the food is indispensable in the pub, is more attractive the experiennces and different ativities in the place

4.



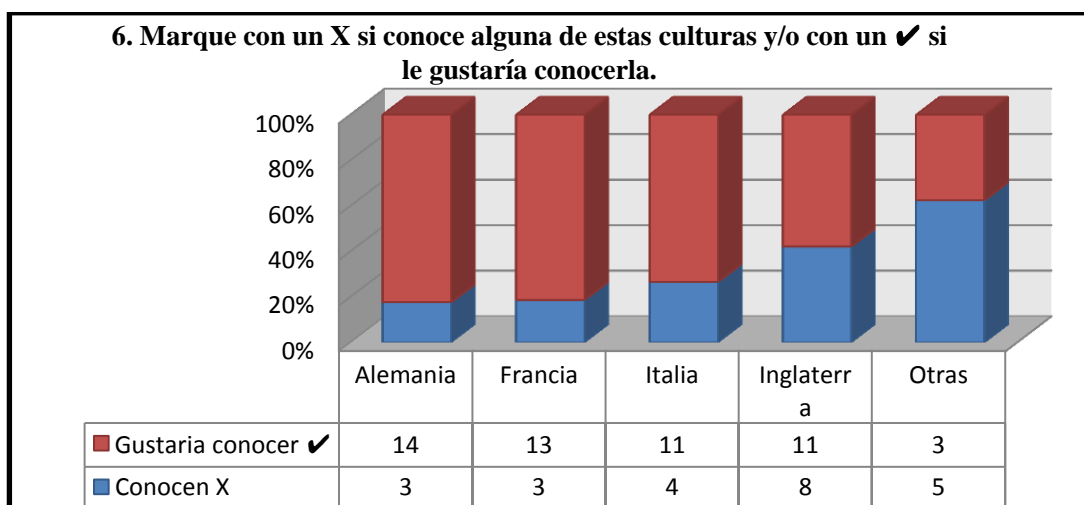
Some people frequently this type of restaurants. In colombia Monkey House, la Toscana, el ingles, are one of the restaurants that offers the food of another countries

5¿Cuál es su plato favorito del país en el que vivió (Plato fuerte, Postre, Bebida)?

Sushi, Profiterol, Ramen, Torta de Patata, Salmon, Papa a la huancaína, Chicha morada, Coteños, Chop Suey. Macaroni Cheese, Apple Pie, Hot-dog, Bife de Chorizo, Te y huevos con tocineta.

Thanks for the previous plates, Tissage will add *“special plates”* quarterly in the menu of the pub.

6.

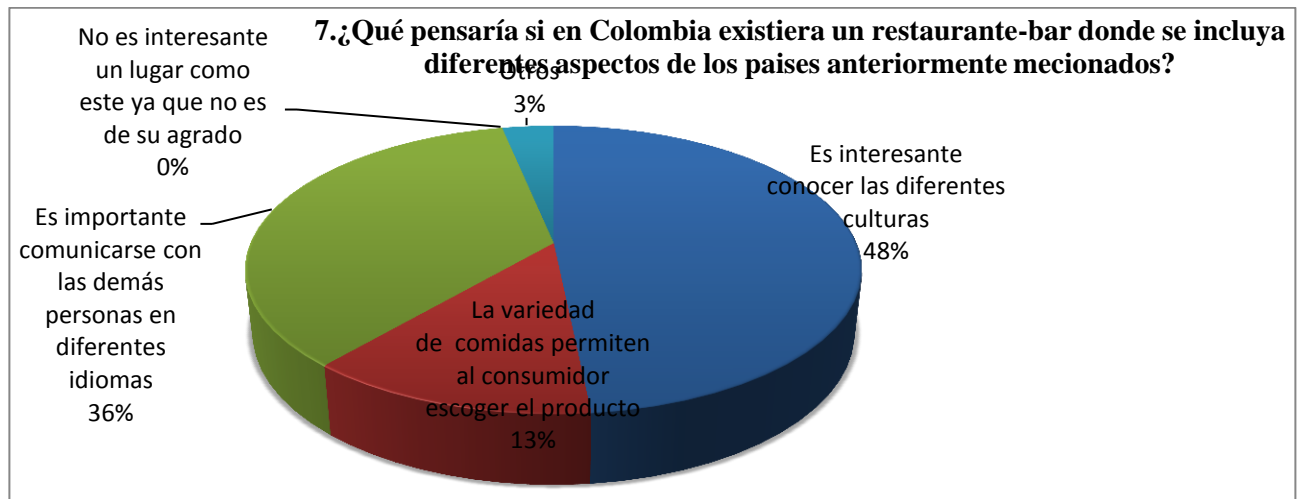


According to the graphic there are more interest with the wish in meeting and travel to different countries. In addition, somebodys know about the following cultures: Perú, Ecuador,

Bolivia, Australia, Nueva Zelanda, Polonia, Portugal, Switzerland, Poland, Czech Republic.

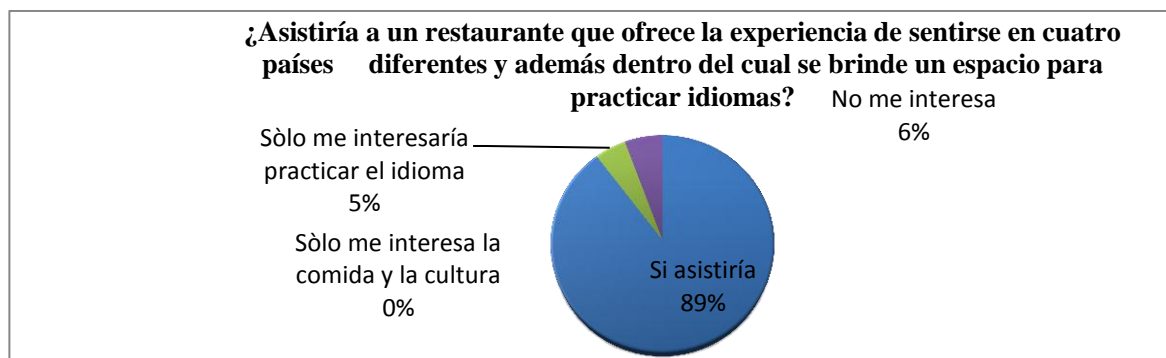
Greece and USA. A great help for determine according to the countries the *“special plate”*

7.



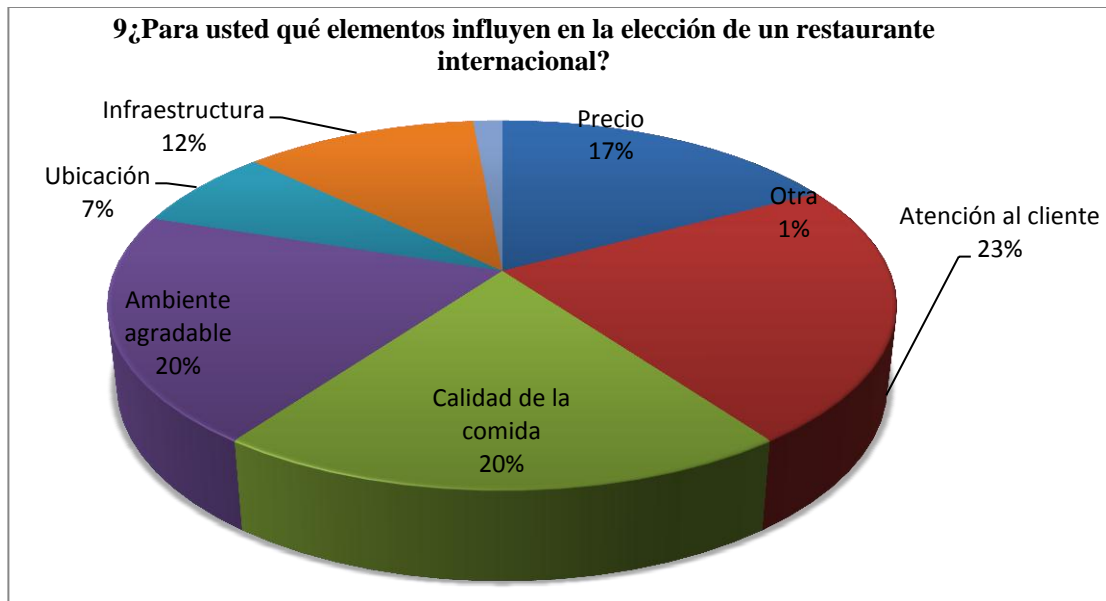
It's very important to know about the culture at the moment of visiting the pub. Similarly the communication between citizens and natives is essential. “Tissage-Pub” has to focus in the details and aspects of every country in order to get costumers loyalty.

8.



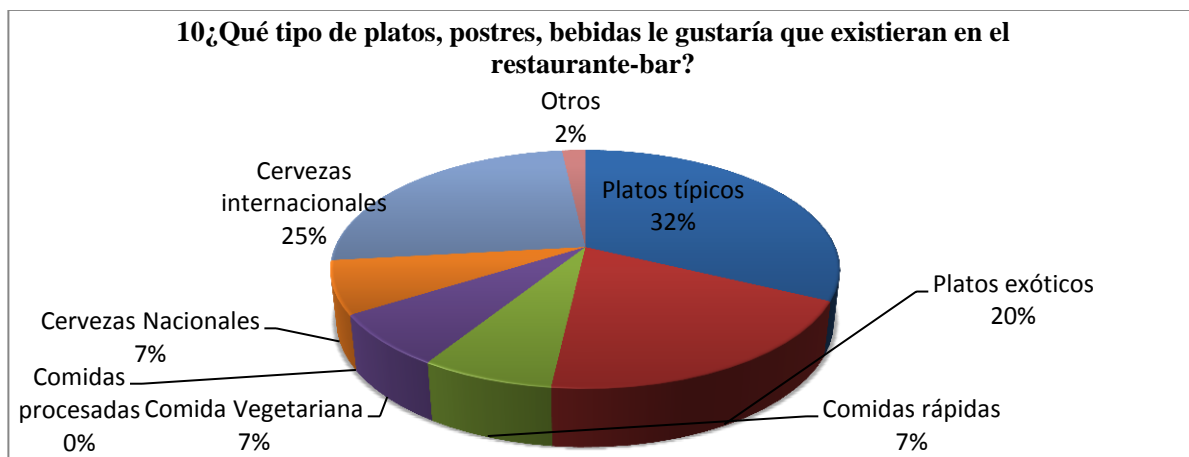
The majority of surveyed will attend to the pub that offers variety of services for the knowledge, fun, experience, exploration and learning of the consumer, In addition, is necessary to keep it by the posicionament of the same.

9.



The possibility of acceptance when there is a pub in Colombia, is apparently positive, insomuch as the variety of plates, characteristics, and activities of Tissage offers generates a well impact. In the same way, the location and prices is important because in this way the quality is evaluated. The atmosphere in the room is important foe awaken the five senses: Taste, touch, hearing, smell and sight

10.



The importance that exists in the search of an international food is considerable, for many it is very important and interesting to know first the typical dishes of different countries, just like their beers and other drinks, there is also interest in exotic dishes but it is not equal than typical. Likewise it can be concluded that it is the potential consumers would be willing to taste the variety of the different countries as long as it has a good seasoning, quality, man ipulation etc.

- Finally Finally, thanks to the previous survey, it can be concluded that although some people have not traveled or don't know the cultures of the different countries, they are willing to explore them by the creating of the pub, looking at every detail, quality, price, appearance, and different cultural aspects. And it would also be pleasing to be able to interact with different people about many topics.

2.10.3 Second Survey

Preguntas	Opcion de respuesta	R. en porcentaje
1. ¿A qué tipo de restaurante asiste?	a. Internacionales.	a. 5%
	b. Tradicionales.	b. 89%
	c. Restaurante-Bar.	c. 5%
	d. Vegetarianos.	d. 0%
	e. Otros ¿Cuál? _____	e. 0%
3. ¿Con que Frecuencia asiste a un restaurante?	a. Una vez a la semana.	a. 15%
	b. Cada 2 semanas.	b. 21%
	c. Cada mes.	c. 47%
	d. Cada 2 meses o más.	d. 15%
4. ¿Frecuenta usted restaurantes dónde se evidencia la experiencia intercultural de uno o más países?	a. Sí.	a. 10%
	b. No.	b. 89%
	c. Otros ¿Cuál? _____	c. 0%
5. ¿Qué es lo primero que evalúa al momento de visitar un restaurante que ofrezca experiencias interculturales?	a. Comida.	a. 31%
	b. Cultura.	b. 11%
	c. Economía.	c. 9%
	d. Lengua.	d. 6%
	e. Música.	e. 22%
	f. Arte.	f. 11%
	g. Literatura.	g. 2%
	h. Otros ¿Cuál? _____	h. 4%
6. ¿ Ha vivido o viajado a alguno de los países anteriormente nombrados (Francia, Italia, Alemania, Inglaterra, Colombia)?	a. Si	a. 5%
	b. No	b. 94%
7. ¿Cuál es su plato favorito del país en el que vivió (Plato fuerte, postre, bebida)?	Rta: _____	Rta: Ratatouille.
8. Marque con una X si conoce alguna de estas culturas y/o con un ✓ si le gustaría conocerla.	X ✓	
	a. Inglaterra	a. X: 7% ✓ :92%
	b. Italia	b. X: 7% ✓ :92%
	c. Francia	c. X: 21% ✓ :78%
	d. Alemania	d. X: 7% ✓ :92%
	e. Otra ¿ Cual?	e. X: 0% ✓ :50%
9.¿Asistiría a un restaurante que ofrece la experiencia de sentirse en cuatro países diferentes y además dentro del cual se brinde un espacio para practicar idiomas?	a. Si asistiría.	a. 100%
	b. Solo me interesa la comida y la cultura.	b. 0%
	c. Solo me interesaría practicar el idioma.	c. 0%
	d. No me interesa.	d. 0%

Table 5 Second Survey.
Own Elaboration

10. ¿Qué pasaría si en Colombia existiera un restaurante-bar donde se incluya diferentes aspectos de países como Alemania, Inglaterra, Francia e Italia (arte, cultura, hechos históricos, música, Literatura) donde usted podrá disfrutar su comida típica y a la vez interactuar con diferentes personas según el idioma de dicho lugar?	a. Es interesante conocer las diferentes culturas de diferentes países no solo para practicar el idioma sino también para compartir ideas, conocimientos y demás aspectos culturales.	a. 94%
	b. La variedad de comidas permiten al consumidor escoger el producto con mayor facilidad.	b. 0%
	c. No es interesante un lugar como este ya que no es de su agrado.	c. 0%
	d. Otra ¿Cuál? _____	d. 5%
11. ¿Para usted que elementos influyen en la elección de un restaurante multicultural?	a. Precio.	a. 12%
	b. Atención al cliente.	b. 23%
	c. Calidad en la comida	c. 23%
	d. Ambiente agradable	d. 18%
	e. Ubicación.	e. 9%
	f. Infraestructura.	f. 12%
	g. Otra ¿Cuál? _____	g. 0%
12. ¿Qué tipo de platos, postres, bebidas le gustaría que existieran en el restaurante-bar?	a. Platos típicos.	a. 25%
	b. Platos exóticos	b. 25%
	c. Comidas rápidas.	c. 9%
	d. Comida vegetariana.	d. 5%
	e. Comidas procesadas.	e. 3%
	f. Cervezas Nacionales.	f. 7%
	g. Cervezas Internacionales.	g. 23%
	h. Otros ¿Cuál? _____	h. 0%
13. ¿Cuánto estaría dispuesto a invertir en un combo (Plato fuerte, postre y bebida) en este tipo de restaurante, teniendo en cuenta que probara una experiencia intercultural y además un rato ameno durante su	a. \$15.000 a \$30.000	a. 36%
	b. \$30.000 a \$45.000	b. 36%
	c. \$45.000 a \$60.000	c. 26%
	d. Más de \$60.000	d. 0%

- There is not a percentage analysis in question 6, due to its open answer.

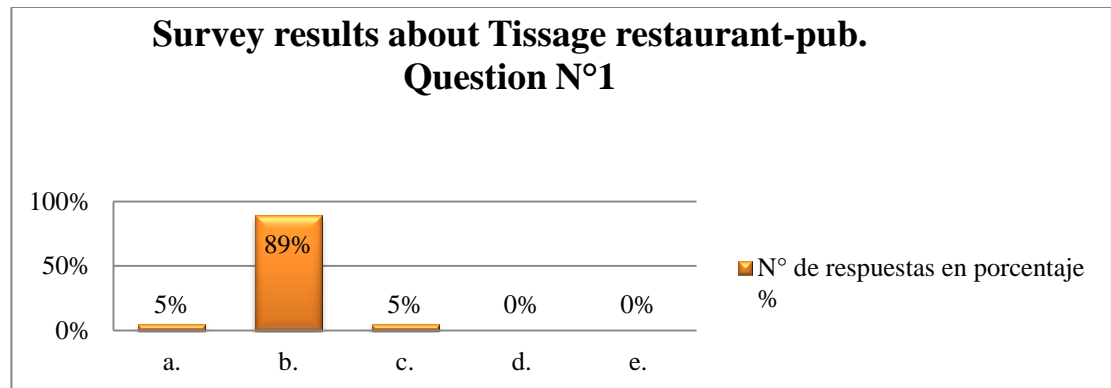
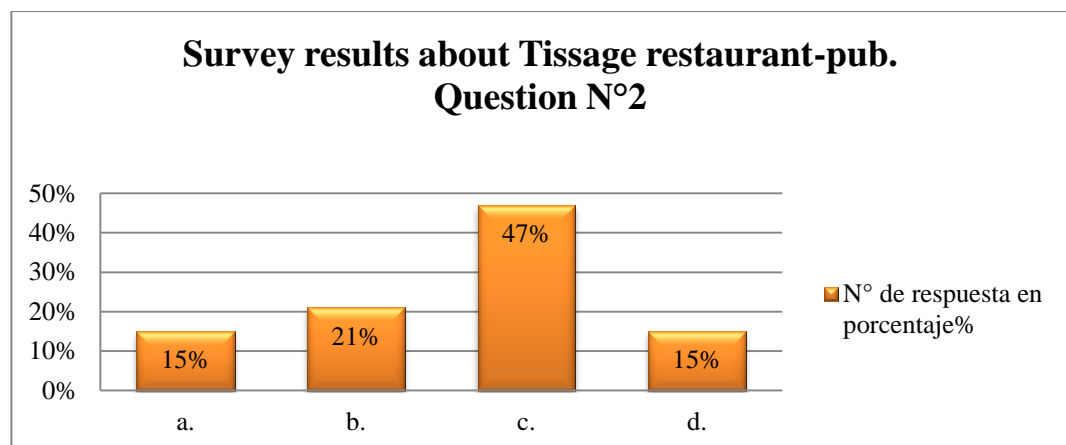


Table 6 Second Survey.

Graphic N°1. Results of question number 1: *¿A qué tipo de restaurante asiste?*

Responses of students and professors inquired at ECCI University.

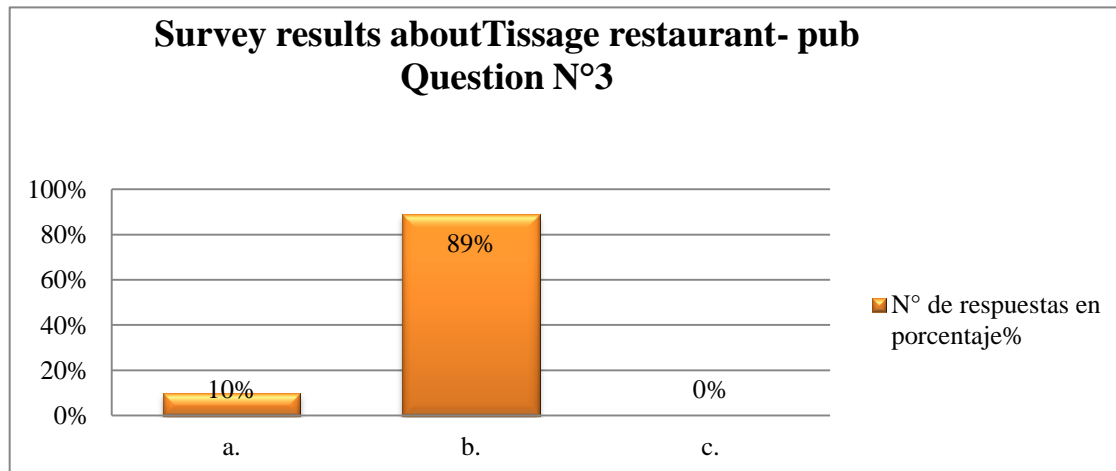
- Most of respondents frequently visit traditional restaurants, this answer allow to know the extensive possibility that exist in Bogota for foray in an innovative restaurant, due to the low supply or existings one are not often frequented.



Graphic N°2 Results of question number 2: *¿Con que Frecuencia asiste a un*

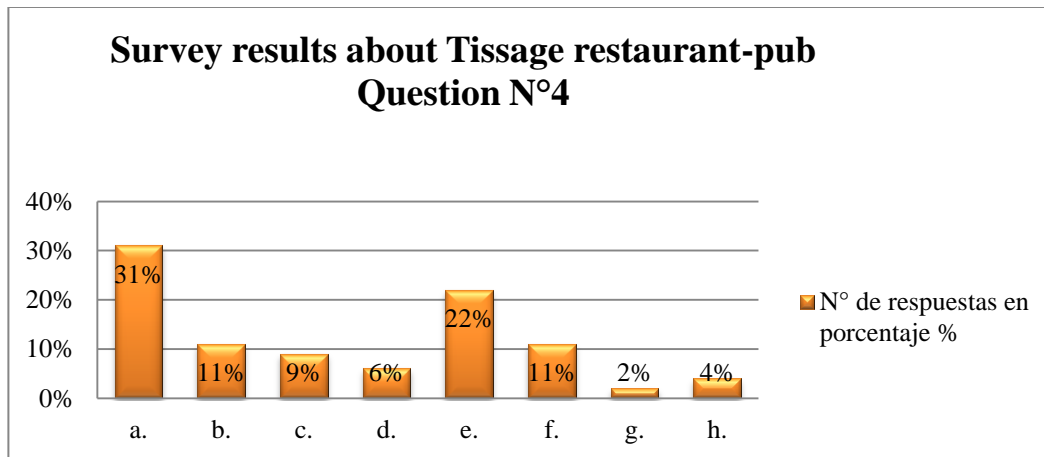
restaurante? Responses of students and professors inquired at ECCI University.

- On this question most of people attend to a restaurant each month, this is a good and appropriate time scale for restaurant market. Tissage must be attentive to offer a good service in order to this monthly experience will be pleasant for diners and that they can go back next time or recommend Tissage.



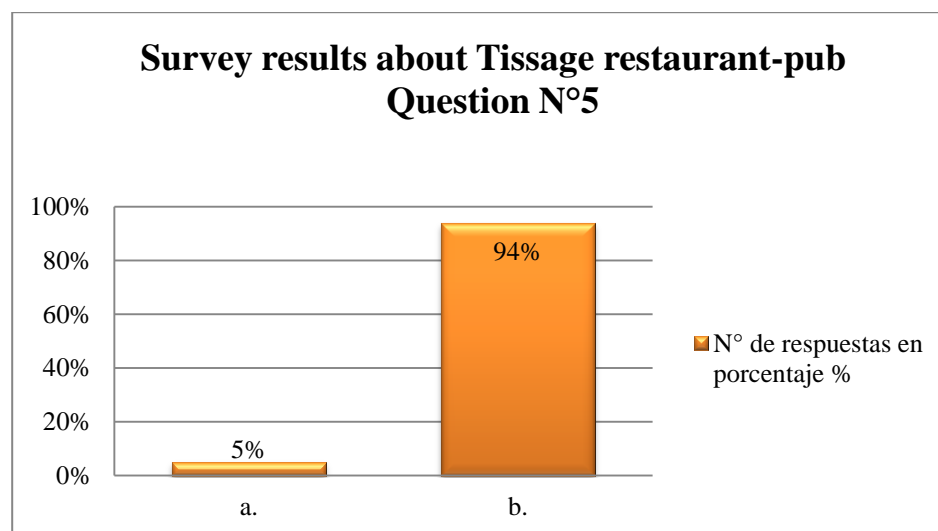
Graphic N°3. Results of question number 3: *¿Frecuenta usted restaurantes dónde se evidencia la experiencia intercultural de uno o más países?* Responses of students and professors inquired at ECCI University

- 89 % of respondents have not assist to a restaurant that offer an intercultural experience, by means of this question it is known the low supply of places that demonstrate this kind of experience and Tissage has a great opportunity to burst into the market with this innovative idea, offering a quality service and moreover it must use a good publicity strategy to be known.



Graphic N°4. Results of question number 4: *¿Qué es lo primero que evalúa al momento de visitar un restaurante que ofrezca experiencias interculturales?* Responses of students and professors inquired at ECCI University

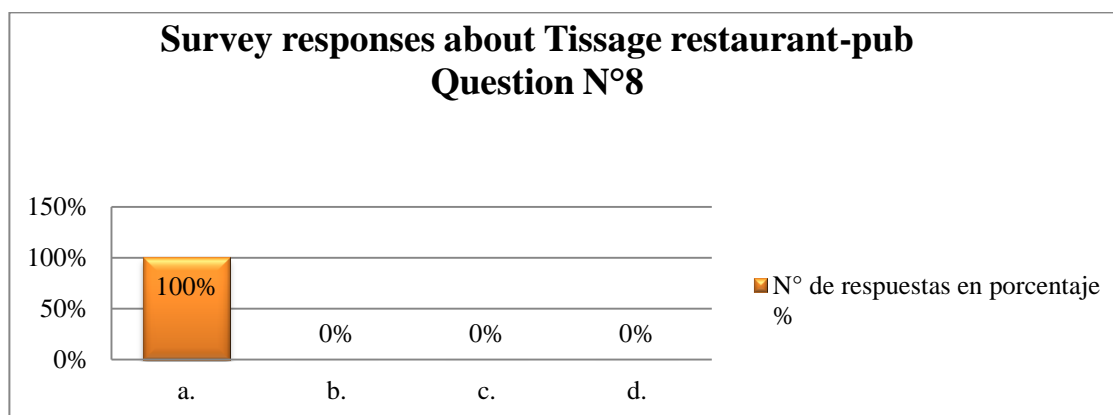
- Despite most respondents have chosen food and music, it is possible to show that other aspects are very important in an intercultural restaurant and under no circumstances must be left behind, for all of them are a complement to offer an unique experience.



Graphic N°5. Results of question number 5: *¿Ha vivido o viajado a alguno de estos países anteriormente nombrados? (Alemania, Inglaterra, Francia e Italia).*

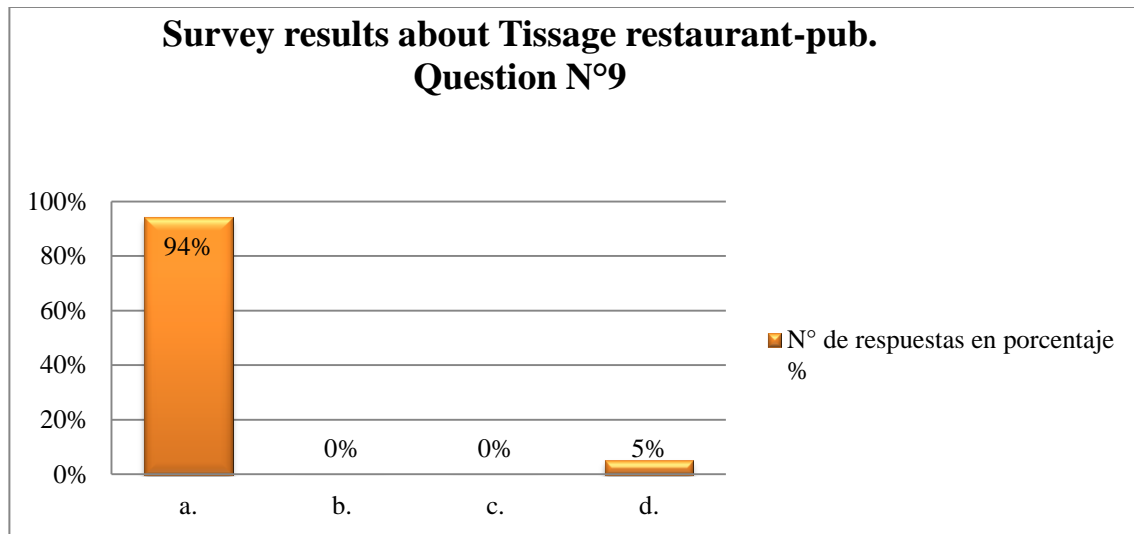
Responses of students and professors inquired at ECCI University

- The dominant result on this question is NOT, due to most interviewees are Modern Languages students, this is so positive since if they do not know any of this countries they would have the curiosity of visiting Tissage to live cultures of countries that offer and also to attend to communicative activities to develop their abilities.



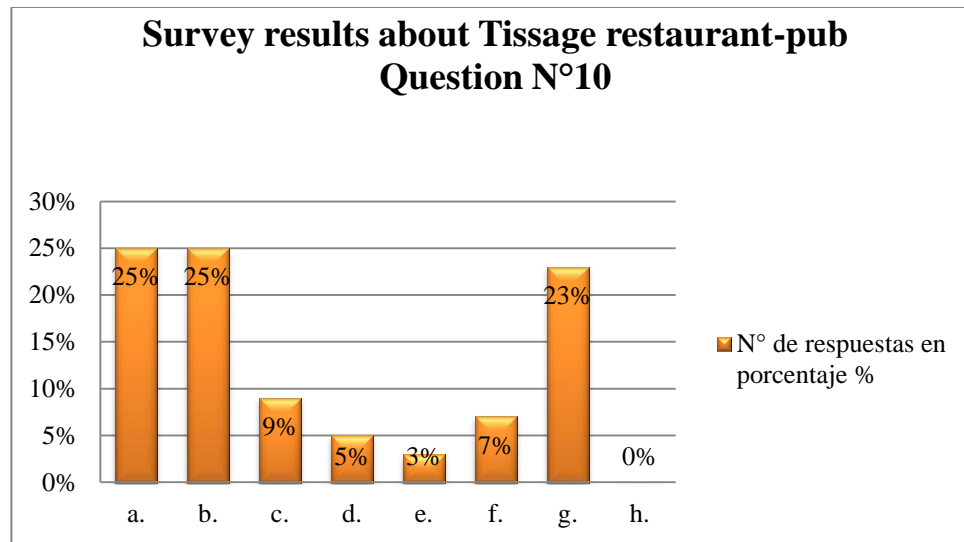
Graphic N°8. Results of question number 8: *¿Asistiría a un restaurante que ofrece la experiencia de sentirse en cuatro países diferentes y además dentro del cual se brinde un espacio para practicar idiomas?* Responses of students and professors inquired at ECCI University

- To Tissage is important to know that at the moment of open its doors most of people would be interested to go not just for its food but also for intercultural experiences offered



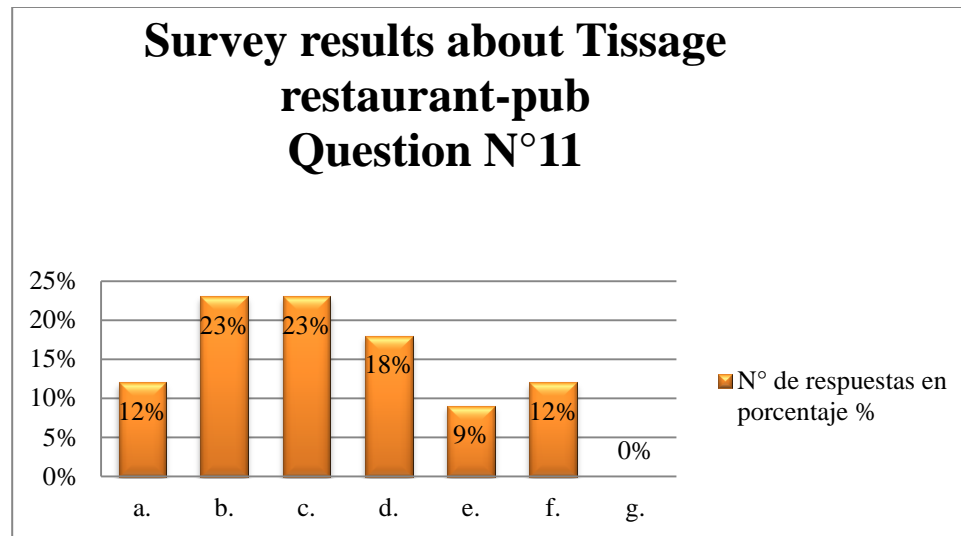
Graphic N°9 Results of question number 9: *¿Qué pasaría si en Colombia existiera un restaurante-bar donde se incluya diferentes aspectos de países como Alemania, Inglaterra, Francia e Italia (arte, cultura, hechos históricos, música, Literatura) donde usted podrá disfrutar su comida típica y a la vez interactuar con diferentes personas según el idioma de dicho lugar?* Responses of students and professors inquired at ECCI University

- By means of this question can be demonstrate how interested is people for learning culture of countries mentioned before, Tissage must watch to satisfied necessities of clients and to know that is not a restaurant to be assisted only for food, Tissage must be careful too with the activities that are going to be develop in order to always catch the attention of diners.



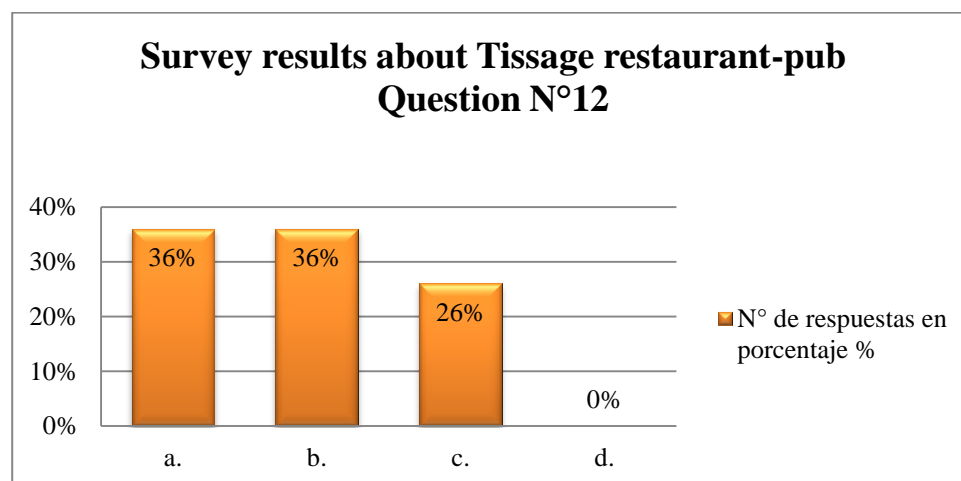
Graphic N°10 Results of question number 10 *¿Qué tipo de Platos, postres, bebidas le gustaría que existieran en el restaurante-bar?* Responses of students and professors inquired at ECCI University

- To Tissage is important to know what kind of expectative have its clients about the restaurant, although all options are taking into account, it must be essential: typical food, exotic dishes, and international beers.



Graphic N°11. Results of question number 11: *¿Para usted que elementos influyen en la elección de un restaurante multicultural?* Responses of students and professors inquired at ECCI University

- On this question all options mentioned above are important at the moment of offering a good service and though Tissage must be look out all of them, for clients is primary that the restaurant offer good quality food and an excellent service, this not only allow that customer feel pleased with the election but also can give a good opinion about Tissage.



Graphic N°12. Results of question number 12: *¿Cuánto estaría dispuesto a invertir en un combo (Plato fuerte, postre y bebida) en este tipo de restaurante, teniendo en cuenta que probara una experiencia intercultural y además un rato ameno durante su estadía?* Responses of students and professors inquired at ECCI University

- Results of this question are liable to the Price that Tissage will offer for each dish, what it means that according with the economic level of diners; Tissage will have a good welcome.

2.11 Focus Group

1. **¿Cuándo van a comer a un restaurante, cuales son las expectativas que tienen sobre este lugar?**

R/ Sabrina: Que sea limpio, que los meseros sean agradables.

Grace: Que el servicio en general sea bueno.

Margot: Que la comida sea buena, que no llegue fría o que hayan cosas raras.

Harry: Que haya buen espacio.

Analysis: To foreigners as for most of people, it is indispensable that a restaurant is clean with a comfortable and pleasant atmosphere with an adequate space. Furthermore, food must be delicious; to Tissage is important fulfill with all client's requirements.

2. **¿Cuándo quieren comer algún plato típico de su país a que restaurante se dirigen en la ciudad de Bogotá?**

R/ Grace: No hay, aquí no hay

Margot: Cuando quiero comer algo francés, yo lo cocino.

Harry: No hay mucha comida de Europa

Margot: A mí no me interesa comer comida francesa, como estoy en Colombia prefiero comer típico.

Harry: Una amiga dice que hay una restaurante, El English pub, sirven comida típica de Inglaterra, pero no he ido.

Sabrina: Yo tengo una historia, la profesora Angelic me llevo a un restaurante en el centro, en la candelaria para comer francés, yo probé una cosa y dije, esto no es Francés y ella me dijo a ver yo voy a preguntar porque antes el jefe si era francés, el mesero dijo a no pero ya lo han vendido a unos colombianos

Grace: Por eso también cuando yo quiero comida de los Estados Unidos yo prefiero cocinarla.

***Analysis:** It is rarely that a foreigner visits a restaurant that represents its nation, since they are in a different place, they prefer to eat typical food in this case Colombian food, and hence if they want to eat something from their country they just cook it at home. It can also be noted that they do not have good information about a restaurant of its country or they do not know where to find them. All this, it does not mean that a native do not visit a restaurant with a foreign thematic, and neither that Tissage has few possibilities with foreign people. By contrast, researchers understand with this question that they have a wide market to incur, Tissage has an excellent opportunity to manage a good publicity to attract foreigners' attention and remember*

them that after a long time out of its home country, they can find a pleasant place that allow them to remember and enjoy of a good mood and good music that they just can find in their countries of residence, for no having the necessity of prepare everything for themselves.

3. ¿Cuál es el mejor plato de Italia, Alemania, Francia e Inglaterra?

R/ Harry: La comida de Inglaterra tiene una mala reputación porque después de la guerra no había mucha comida, por eso la representación es como los frijoles horneados y los productos de lata. Pero ahora no es así porque incluimos comida de todas partes del mundo, nos gusta la comida India, el plato más comido en Inglaterra es curry.

Margot: Pero no es Ingles.

Harry: Es como Ingles

Margot: Es como decir que la pizza es francesa, porque comemos pizza en Francia, no.

Harry: Tenemos pescado con fritos, o cena horneada (Roast Dinner), viene con pudin yorkshire.

Margot: Es como carne al horno.

Grace: Ese es un tipo de roast beef pero hay más como carne de res, ovejas.

Harry: Los Franceses son como muy orgullosos de su comida, la comida francesa es cuatro salsas.

Margot: La comida no se puede comparar porque en Francia hay como una costumbre de comer en familia, entonces siempre cuando comemos estamos juntos, comer juntos es súper

importante. El plato típico depende de la región en donde vives, por ejemplo en Estados Unidos, si vives en el sur es diferente la comida del norte.

Grace: Depende de la estación. Porque la comida cambia en cada estación

Margot: En invierno comemos más como papas, sopas esas cosas y después en verano, frutas, ensaladas. La comida que más me gusta de Francia, es el queso y el pan.

Sabrina: El pan es en el desayuno, en el almuerzo y en la cena.

Harry: Cuando estuve en Francia comimos solo queso, tomates, pan y paté.

Grace: Mi plato favorito no sé. Es que tenemos muchos inmigrantes entonces estoy intentando pensar en algo que es de los Estados Unidos y no de otro país, porque hay mucha comida que es popular como el curry en Inglaterra pero no es de los Estados Unidos. ¡Oh BBQ!, BBQ es de los Estados Unidos, es del sur de los Estados Unidos, también tenemos grits que es como de maíz, grits con queso. También tenemos gravy que es una salsa muy popular, es una salsa que es un poco gruesa.

Harry: En Inglaterra también la tenemos, es una salsa de carne que puedes hacerla con los huesos de la gallina, con vino, cebolla, vegetales y es como una especie de salsa espesa. Ese es el ingrediente que cuando cocinamos complementa la cena.

Grace: En los Estados Unidos cada semana el menú cambia, a la gente le gusta la variedad.

Margot: En Italia la lasagna.

Grace: La pasta de Italia es muy popular

Margot: Helados también, tienen sopas súper ricas.

Grace: La cosa es el queso, en Inglaterra, en Francia, en los Estados Unidos y en Italia el queso es importante.

Harry: De Alemania, cerveza, salchichas

Margot: Bretzel y también tienen chucrut.

Harry: También tienen un plato que es como el chimichanga que es parecido a un burrito frito.

Margot: también comen mucho pan, mucho queso.

Margot: El pan de ustedes es muy diferente, el pan de Francia es más salado, lo puedes comer con dulce o con sal. El pan que tienen aquí para nosotros es más brioche, es más dulce.

Grace: A la gente le gusta el pan con granos, con nueces, con fruta a veces dentro del pan.

Margot: y con queso.

Harry: En Inglaterra usan mucho la pimienta negra.

Grace: En todo

Harry: Lo principal de todo es la pimienta negra, aceite de oliva, cebollas y ajo. En Francia hay cuatro salsas importantes en la cocina: Béchamel, Hollandaise, Velouté, Espagnole.

***Analysis:** England, Italy, Germany and France have ingredients that must be always present on its daily gastronomy and it is clear that foreigners have a wide knowledge about the representative dishes of countries named before. Tissage must take into account that dishes offered at the restaurant really represent each country and that are not adopted plates from a nation, in order to as foreigners as nationals feel comfortable with the representative dishes of its country.*

- 4. En la idea de nuestro restaurante-bar Tissage cada semana se realizaran actividades interculturales y comunicativas con nativos de diferentes países, para que las personas que quieran asistir, puedan afianzar sus capacidades comunicativas de una lengua extranjera ¿Piensa que estas sesiones son relevantes a la hora de aprender una nueva lengua?**

R/ Grace: Yo creo que es buena idea, hay lugares como un restaurante que se llama a seis manos aquí en Bogotá que tiene cosas así y son muy populares para los extranjeros, intercambios de idiomas

Harry: También la villa, hay varios lugares para practicar

Grace: Pero la villa es feo

Margot: Hay gringos.

Grace: La villa es como que hay personas de Colombia y hay extranjeros que están intentando salir. Estos lugares ofrecen comida y bebidas pero no es un restaurante como tal y no son típicas.

***Analysis:** Whit this question can be known the interest of foreigners to help in the intercultural and communicative activities, because the other people not only learn of them but natives can also learn in these events, similarly they know the importance of these activities to learning of a new language. On the other hand, foreigners are already familiar with places that deliver conversational clubs, some of them are good but they do not offer the complete package of experimenting cultural aspects as food, music, art and Literature, on the contrary, Tissage provide this aspects, not just the opportunity of practicing a language but also the opportunity of*

living the cultural experience in other country. Finally, there are many foreigners that come to Colombia to study or work and they are not interested in a partner, this is the problem of many places that offer talk clubs, they lost credibility, due to many natives just want to know people to improve their foreign language level.

5. ¿Qué esperarían de un restaurante que represente su país?

R/ Margot: yo espero que no sea como un cliché de mi país, porque cuando por ejemplo vas a otro país es muy cliché. Porque una vez fui a España a comer en un restaurante Francés y todos los camareros llevaban la béret, la camiseta como a rayas, eran demasiado cliché y eso es como estereotipos, porque si tú vienes a Francia, nadie es así.

Grace: Creo que ustedes pueden incorporar la cultura Colombiana también porque estamos en Bogotá, todo no tiene que estar de otro país. Si por ejemplo estoy en un restaurante muy cliché sobre los Estados Unidos en otro país, no me gusta.

Analysis: *Foreigners wait that a restaurant that represents its country does not have stereotypes or as they say “Clichés”. For they would be better that this representations would be more realistic of what its nations represents. Conversely, they are in a different country and they want to learn of it, it would be good that Tissage not only work in foreign countries but that in some way can represent Colombia for being able of offering to natives things that attract their attention, for they can know Colombian cultural aspects, for learning can be mutual.*

Chapter 3: Organizational Study

3.1. Analysis

In the field of the communication, precisely in the learning of a second language, for many years there have been treated to find the best methodology for to try how to interact in other language; Martin Sánchez affirms:

“Los métodos estructurales y audio linguales introdujeron grandes novedades metodológicas, y experimentaron un gran éxito en los años 60 del siglo XX. Sin embargo se comprobó con frustración que los estudiantes no eran capaces de transferir a la comunicación real todo aquello que habían aprendido en contexto de aula”

The built learning inside the classroom is very important, because the students has more faith to recognize their mistakes and can correct them, in this way they are able to improve their linguistic skills, but sometimes the learning methods in the schools and universities will be monotonous, boring and incomplete in the moment of speak a second language; Since it is necessary to practice in a real time, where students have to express fluently their ideas.

The first approach to the real life in the learning of a new language, should be the use of the second language by the teachers all the time, but sometimes it's not like that, as Jose Luis Romero plated:

“No es de recibo que la mayoría de los profesores y maestros de inglés en la mayoría den sus clases en español, ya que con esto estamos impidiendo que nuestro

alumnos adquieran la competencia comunicativa necesaria y deseable en lengua inglesa”

Taking into account the previous problems, it is clear the importance of practicing and achieve the use of a second language in real events and to be able to perform satisfactorily in another country or in the work. For this reason, the creators of the present project suggest the creation of an international pub, where people have the opportunity in intertaining and improving the linguistic skills in a different and interactive way with activities, food, cultural aspects and cultural exchange.

3.2.Vision

Tissage pub is projected with a wide leadership in restaurants market due to its innovation, providing the best intercultural experiences through the communication in different Bogota city's strategic points.

3.3. Mission

Within Tissage pub, the intercultural experience is the most important feature next with its broad service focused in the experience of England, Germany, Italy, France and Colombia's culture, for the purpose that people have the opportunity of practicing and strengthen their linguistic and communicative abilities as well as its cultural vision of countries mentioned above.

3.4. SWOT Matrix

3.4.1. SWOT Analysis

Strengthen:

1. It does not exist competence in the market, that manage a an international restaurant with five countries at the same time in Bogota' city.

2. Mission focused in learning of a new language and culture.
3. Make feel clients as if they were in a restaurant of the chosen country, by means of decoration and adequacy of space.
4. Dominance of language by waiters and administrative staff.
5. Quality and reliability of the product
6. The strengthening of different linguistic and communicative abilities, through intercultural exchanges.

Weaknesses

1. Difficulty at the time of finding representative ingredients of each country
2. Financial mismanagement of company's resources
3. Limited budget

Opportunities

1. Obtain a huge acceptance from languages students and foreigners
2. Opening of new restaurants in different places of the city
3. Attend to different international food fairs, making know the restaurant pub's product

Threats

1. Few visits from foreigners due to off-season
2. The opening of new restaurants with the same objective of this project
3. Finding chefs that know to prepare international food focused in countries that the restaurant manages.

3.4.2. SWOT Strategies

Strengthens – Opportunities

- Create weekly conversational activities between foreigners and students to improve customer's communicative abilities and the probability of cultural exchanges in order to achieve a good client's acceptance (S2-O1)
- When restaurant start to have a good acceptance, it is important to open new restaurants in the city in order to people have knowledge about this service, avoiding that somebody open restaurants with the same mission. (S1-O2)
- When the visits to international fairs, not only make known the product but also learn of other restaurants to improve food and restaurant aspect, taking into account the cultures of each country. (S3-O3)

Strengthens – Threats

- To make the most of foreign visits' high seasons, providing a good service and quality in products
- Every day watch for improve offered services, menu and client experience, in order to avoid that customer prefer other places
- Perform a good lookup of international Chefs, that manage typical food of Italy, Colombia, Germany, England and France, conducting interviews, looking for that they have experience with preparation of dishes and also that they know the culture of the country. (S3-T3)

Weaknesses – Opportunities

- Through international food ferias, finding contacts that know which are the best places to find good ingredients of countries that the restaurant manages. (W3-O1)

- It is necessary that the reliable manager fulfill its function of giving a good service and having a good acceptance, in order to profits will be well distributed and used it. (W2-O1)

Weaknesses – Threats

- Hire Chefs with experience that not only prepare plats but also that they know where to find the ingredients (W1-T3).

Director must to watch that the manager fulfill its labor and know how to distribute company's resources, to improve services and loyal consumers in order to avoid the loss of consumers with opening of new competition (W2- T2).

Chapter 4: Technical Study

4.1. Location

After having developed relevant surveys and studies, the searching of the establishment was beginning in order to choose the best location for Tissage taking into account population, size, environmental, economic and social factors, and finally profitability.

4.2. Macro location:

Colombia is a country that in the last years has grown in the economic sphere and every day, more people are betting to create new businesses because of the economic opportunities; this is one of the reasons why Tissage be located in this country. On the other hand, the chosen city for the establishment is the capital of the country, there are several universities and academies teaching different languages , where students may be potential customers of Tissage; Also in Bogotá comes a large number of foreigners who may be interested in immersing themselves in the intercultural experience that Tissage provides.

4.3. Micro location:

Tissage pub will be located in the “Zona T” of Bogota, an exclusive place where there are different recognized restaurants of the capital, most with some specific theme; this sector has been chosen since it is a large affluent of foreigners who visit the capital, and live close to this sector which would facilitate their access, on the other hand is a place visited by a large number of university students looking to eat or drink something. The “Zona T” is strategically located, close to important avenues such as race 11, race 7 and the north freeway, important avenues of Bogota. It is a pleasing place to look at that can catch the attention of customers.

The specific place is a commercial place located in Retiro, zone T with an excellent location near the commercial center Atlantis and Andino.

4.4. Project engineering

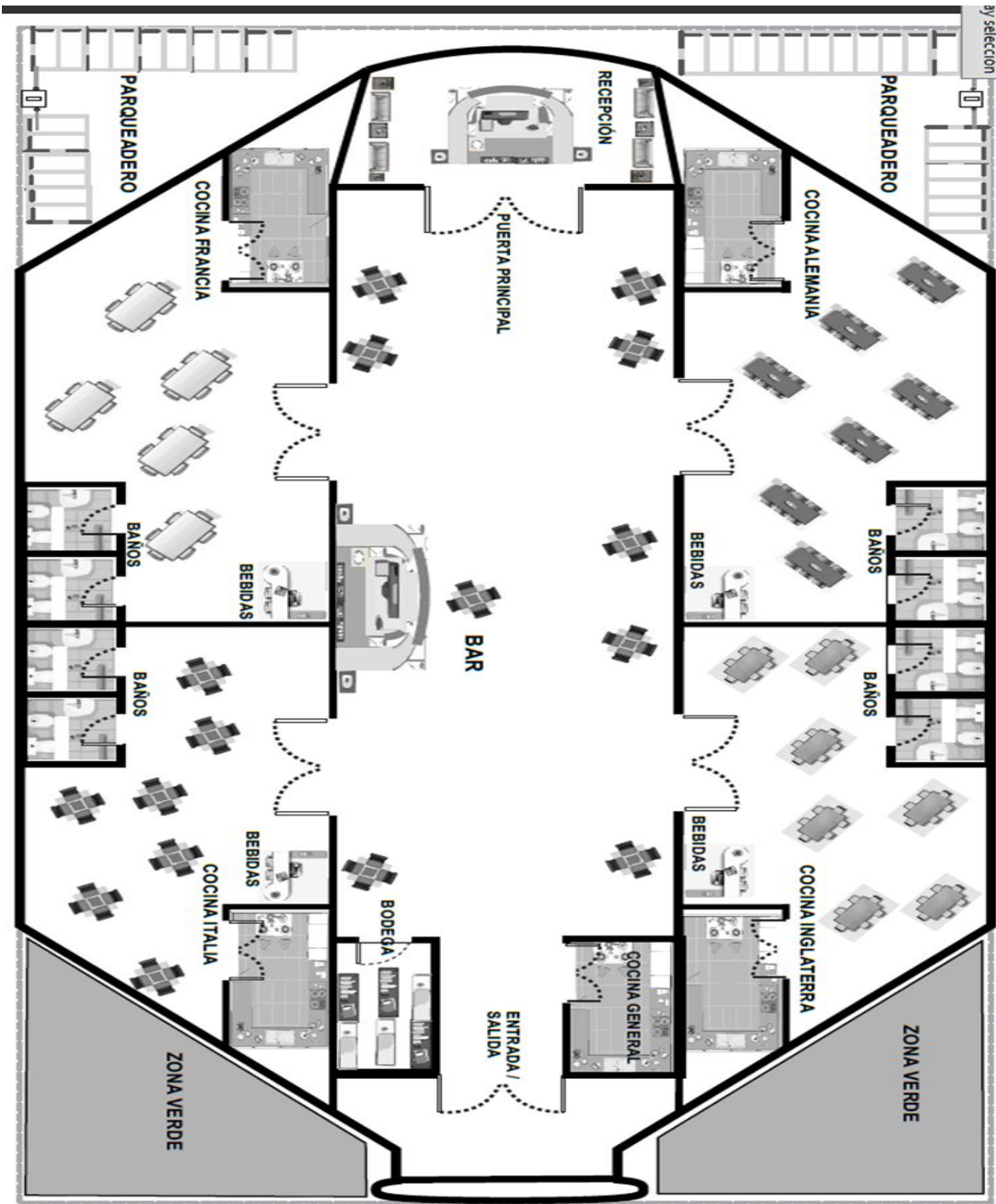


Table 7 Project engineering. Own elaboration

Chapter 5: Financial Study

5.1.Table of Assets

DEPARTAMENT/AREA	ASSETS	QUANTITY	UNIT VALUE	TOTAL VALUE	
Manager	Furniture and basic Tools	1	299.000,00	299.000,00	
	Computer equipment	1	899.000,00	899.000,00	
Reception area	Furniture and basic Tools	1	899.000,00	899.000,00	
	Computer equipment	1	145.000,00	145.000,00	
Department of Services	Furniture and basic Tools	1	140.000,00	140.000,00	
The cashier	Furniture and basic Tools	1	145.000,00	145.000,00	
	Cash register	1	380.000,00	380.000,00	
	Computer equipment	1	899.000,00	899.000,00	3.806.000,00
Kitchen Area	Oven, stove, refrigerator.	1	2.004.410,00	2.004.410,00	
	Blender and Mixer Kit	1	363.342,00	363.342,00	
		1	300.000,00	300.000,00	
	Meat grills	1	219.000,00	219.000,00	
	Cappuccino coffee maker	1	170.000,00	170.000,00	
	Crockery	4	245.000,00	980.000,00	
	Kitchenware (knife, utensil pots)	1	470.000,00	470.000,00	4.506.752,00
Bar area	Whiskey	12	114.900,00	1.378.800,00	
	Vodka	12	78.900,00	946.800,00	
	Beer	12	65.000,00	780.000,00	
	Came	12	25.700,00	308.400,00	
	Limoncello	12	115.000,00	1.380.000,00	
	Tea	12	8.250,00	99.000,00	
	Aguardiente	12	22.000,00	264.000,00	
	Ron	12	46.890,00	562.680,00	
	Tableware (mixers, pillows, cushions)	1	27.000,00	27.000,00	
	Glassware	3	419.800,00	1.259.400,00	
	Cooler	1	40.000,00	40.000,00	7.046.080,00
Operation Area	Tables and chairs	15	320.000,00	4.800.000,00	
Security equipments	Cameras screens	2	280.000,00	560.000,00	
Telephony Equipment	Phones & Switch	2	260.000,00	520.000,00	
Music Equipment	Stereo	1	2.500.000,00	2.500.000,00	
TOTAL			11.901.192,00	23.738.832,00	

Table 8 Assets

5.2.Consolidated table of assets

DEPARTMENT / AREA	ASSETS	QUANTITY	TOTAL VALUE
Management - Human-Planning - Financial Services- Reception- Cashier	Furniture and basic tools	8	3.806.000,00
Kitchen Area	Utensils		4.506.752,00
Bar area	Glass and Liquors		7.046.080,00
Operation Area			4.800.000,00
Security equipments	Cameras	2	560.000,00
Telephony Equipment	Switch	1	520.000,00
Music Equipment	Stereo	1	2.500.000,00
TOTAL ASSETS			23.738.832,00

Table 9 Consolidated Assets

5.3.Workforce.

Department	POSITION	PROFILE	QUANTITY	MONTHLY WAGE	BENEFITS	TOTAL VALUE		HOUR VALUE	MINUTES VALUE
Management	Manager	Professional	1	1.969.633,00	1.024.209,16	2.993.842,16		12.474,34	207,91
Kitchen Area	Chef	Professional	1	1.604.583,00	834.383,16	2.438.966,16		10.162,36	169,37
Kitchen Assistants	Cooks	Practitioners	1	737.717,00	99.591,80	837.308,80		3.488,79	58,15
Bar area	Bartender	Technologist	1	104.620,00	54.402,40	159.022,40		662,59	11,04
Reception area	Receptionist	Language learner	1	737.717,00	383.612,84	1.121.329,84		4.672,21	77,87
Operation Area	Waitresses	Language students	4	737.717,00	383.612,84	4.485.319,36		18.688,83	311,48
Security	Vigilant	Technical	1	737.717,00	383.612,84	1.121.329,84		4.672,21	77,87
General services	Cleaner	Technical	2	737.717,00	383.612,84	2.242.659,68		9.344,42	155,74
Animator	Animator	Language	1	737.717,00	383.612,84	1.121.329,84		4.672,21	77,87
The cashier	The cashier	Language learner	1	890.585,00	463.104,20	1.353.689,20		5.640,37	94,01
				8.995.723,00	4.393.754,92	17.874.797,28			
Indirect manufacturing costs			<i>Quantity</i>	<i>Cost</i>		<i>TOTAL</i>			
endowments	Public		14	110.000,00		1.540.000,00			
Rent	Local		1	13.000.000,00		13.000.000,00			
Water Service	Public		1	190.730,00		190.730,00			
Light service	Public		1	210.000,00		210.000,00			
Gas Service	Public		1	36.000,00		36.000,00			
Telephony and internet	Public		1	80.000,00		80.000,00			
						-			
TOTAL						50.806.324,55			

5.4.Administrative Expenses Table

Department	Adequacy	Regulations	Value
Management	Painting and Curtains and Paintings	According to normativity	240.000,00
Services Department	Painting and curtains and pictures	According to normativity	120.000,00
Kitchen Area	Implements and distribution	According to normativity	1.120.000,00
Bar area	Implements and distribution	According to normativity	1.885.000,00
Reception area	Painting and curtains and pictures	According to normativity	440.000,00
Operation Area	Painting and Atmosphere	According to normativity	856.000,00
TOTAL			4.661.000,00

5.5. Consolidated.

PROJECTION OF SALES AND COSTS			
MONTHLY			
OPERATING INCOMES	QUANTITY	PRECIO PeR PERSONA	TOTAL
Coq au Vin: 4 personas	468,00	26.097,38	12.213.576,16
FARZ DE BRETÓN: 8 PERSONAS	598,00	5.439,54	3.252.843,25
Vino Baron d´arignae	104,00	38.550,00	4.009.200,00
Bratwurst con Sauerkraut: 5 personas	858,00	11.249,11	9.651.735,35
Rote grütze: 4 Personas	468,00	11.324,43	5.299.832,72
Cerveza Benediktiner	468,00	7.000,00	3.276.000,00
Beef wellington: 4 personas	338,00	20.799,74	7.030.313,74
Sticky toffee: 8 personas	728,00	4.954,07	3.606.561,34
Te Twinings	468,00	1.538,60	720.064,80
Canelones: 6 personas	728,00	20.563,01	14.969.874,55
Canoli: 5 personas	468,00	17.437,18	8.160.598,16
Limoncello di Capri	130,00	172.500,00	22.425.000,00
Ajiaco: Para 8 personas	858,00	9.676,74	8.302.639,99
Arroz con leche: 4 personas	468,00	4.101,62	1.919.559,13
Agua de panela: 4 personas	468,00	2.101,91	983.696,00
		353.333,34	105.821.495,18
COSTOS DE MATERIA PRIMA			
OPERATING INCOME	QUANTITY	PRECIO PER PERSONA	TOTAL
Coq au Vin: 4 personas	468,00	16.310,87	7.633.485,10
FARZ DE BRETÓN: 8 PERSONAS	598,00	2.719,77	1.626.421,63
Vino Baron d´arignae	104,00	38.550,00	4.009.200,00
Bratwurst con Sauerkraut: 5 personas	858,00	7.030,69	6.032.334,59
Rote grütze: 4 Personas	468,00	5.662,21	2.649.916,36
Cerveza Benediktiner	468,00	7.000,00	3.276.000,00
Beef wellington: 4 personas	338,00	12.999,84	4.393.946,09
Sticky toffee: 8 personas	728,00	2.477,03	1.803.280,67
Te Twinings	468,00	1.538,60	720.064,80
Canelones: 6 personas	728,00	12.851,88	9.356.171,60
Canoli: 5 personas	468,00	8.718,59	4.080.299,08
Limoncello di Capri	130,00	172.500,00	22.425.000,00
Ajiaco: Para 8 personas	858,00	6.451,16	5.535.093,33
Arroz con leche: 4 personas	468,00	2.050,81	959.779,56
Agua de panela: 4 personas	468,00	1313,696583	614.810,00
		298.175,15	75.115.802,80

DIRECT WORKFRCE COSTS	Days	Hour Cost	
Chef	26	10.162,36	264.221,33
Cooks	26	3.488,79	90.708,45
Bartender	26	662,59	17.227,43
Waitresses	26	18.688,83	485.909,60
		33.002,57	858.066,81
INDIRECT WORKFIRCE COSTS			
Manager	26	12.474,34	324.332,90
Recepcionist	26	4.672,21	121.477,40
Vigilant	26	4.672,21	121.477,40
Cleaner	26	9.344,42	242.954,80
Animator	26	4.672,21	121.477,40
Cashier	26	5.640,37	146.649,66
		41.475,75	1.078.369,56
INDIRECT MANUFACTURIING COSTS			
Endowments	14	110.000,00	1.540.000,00
Rent	1	13.000.000,00	13.000.000,00
Water Service	1	190.730,00	190.730,00
Energy service	1	210.000,00	210.000,00
Gas Service	1	36.000,00	36.000,00
Telephony and internet	1	80.000,00	80.000,00
Depreciation	1	2.373.883,20	2.373.883,20
		16.000.613,20	17.430.613,20
MONTHLY TOTAL COST			
		16.373.266,68	94.482.852,37
UTILITY			
		16.019.933,34	11.338.642,81

Table 10 Consolidated

5.6.Breakeven.

Variable Costs				
Raw Material Costs				
Coq au Vin: 4 people	468	16.310,87	7.633.485,10	
FARZ DE BRETÓN: 8 PEOPLE	598	2.719,77	1.626.421,63	
Vino Baron d´arignae	104	38.550,00	4.009.200,00	
Bratwurst con Sauerkraut: 5 personas	858	7.030,69	6.032.334,59	
Rote grütze: 4 people	468	5.662,21	2.649.916,36	
Benediktiner Beer	468	7.000,00	3.276.000,00	
Beef wellington: 4 people	338	12.999,84	4.393.946,09	
Sticky toffee: 8 ppeople	728	2.477,03	1.803.280,67	
Twinnings Tea	468	1.538,60	720.064,80	
Canelones: 6 people	728	12.851,88	9.356.171,60	
Canoli: 5 people	468	8.718,59	4.080.299,08	
Limoncello di Capri	130	172.500,00	22.425.000,00	
Ajiaco: Para 8 people	858	6.451,16	5.535.093,33	
Arroz con leche: 4 people	468	2.050,81	959.779,56	
Agua de panela: 4 people	468	1.313,70	614.810,00	
Direct workforce costs				
Chef	26	10.162,36	264.221,33	
Cooks	26	3.488,79	90.708,45	
Bartender	26	662,59	17.227,43	
Waitresses	26	18.688,83	485.909,60	858.066,81
Indirect workforce costs				
Manager	26	12.474,34	324.332,90	
Recepcionist	26	4.672,21	121.477,40	
Vigilant	26	4.672,21	121.477,40	
Cleaner	26	9.344,42	242.954,80	
Animator	26	4.672,21	121.477,40	
Cashier	26	5.640,37	146.649,66	1.078.369,56
		TOTAL	77.052.239,17	
Fixed Costs				
Endowments	14	110.000,00	1.540.000,00	
Rent	1	13.000.000,00	13.000.000,00	
Water Service	1	190.730,00	190.730,00	
Energy Service	1	210.000,00	210.000,00	
Gas Service	1	36.000,00	36.000,00	
Telephony and internet	1	80.000,00	80.000,00	
Depreciation	1	2.373.883,20	2.373.883,20	
		TOTAL	17.430.613,20	
Balance Point				
Fixed Costs	17.430.613,20			
Variable Costs		77.052.239,17	64.114.746,31	
Total Values		105.821.495,18		

Table 11Balance Point

5.7.Income Statements

<i>Income Statements (Month)</i>	
Operating Income	
Customer Service	105.821.495,18
Total income	105.821.495,18
COSTS	
Direct Raw Materials	75.115.802,80
Direct Labor	858.066,81
Indirect manufacturing costs	17.430.613,20
Total costs	93.404.482,81
GROSS PROFIT	12.417.012,37
EXPENSES	
Administrative expenses	1.936.436,37
Depreciation	4.661.000,00
Total spends	6.597.436,37
Profit before tax	5.819.576,00
Income tax 25%	1.454.894,00
Net profit	4.364.682,00

Table 12 Monthly Income Statements

INCOME STATEMENTS			
	Año 1	Año 2	Año 3
Operating Income			
Customer Service	1.269.857.942,22	1.346.049.418,75	1.426.812.383,87
Total income	1.269.857.942,22	1.346.049.418,75	1.426.812.383,87
COSTS			
Direct Raw Materials	901.389.633,59	955.473.011,61	1.012.801.392,30
Direct Labor	10.296.801,73	10.914.609,83	11.569.486,42
Indirect manufacturing costs	209.167.358,40	221.717.399,90	235.020.443,90
Total costs	1.120.853.793,72	1.188.105.021,34	1.259.391.322,63
GROSS PROFIT	149.004.148,49	157.944.397,40	167.421.061,25
EXPENSES			
Administrative expenses	23.237.236,46	24.631.470,64	26.109.358,88
Depreciation	55.932.000,00	59.287.920,00	62.845.195,20
Total spends	79.169.236,46	83.919.390,64	88.954.554,08
Profit before tax	69.834.912,04	74.025.006,76	78.466.507,16
Income tax 25%	17.458.728,01	18.506.251,69	19.616.626,79
Net profit	52.376.184,03	55.518.755,07	58.849.880,37

Table 13 Income Statements

5.8.General Balance.**5.9.Financial Leverage.**

Chapter 6: Conclusions and Pedagogical Implications

6.1.Introduction

According to the study carried out over these two and a half years, it was possible to conclude different aspects regarding the location, tastes, preferences and needs of the potential customer, economy and viability of the business idea; which will be discussed below:

6.2.Conclusion

- Thanks to the analysis of the sector carried out during 2016, which evaluates different environmental, economic, technological factors, etc.; The "Zona T" of Bogota City offers a good advantage for the establishment of Tissage, as it is a space crowded by foreigners and a place known for its bars and restaurants, which can be attended by people interested in interactions and intercultural experiences.

- Through different surveys, interviews with foreigners, focus group, fieldwork carried out at different restaurants and themes seen throughout the Modern Language's career, it has been known that Colombia, England, Italy, France and Germany are rich countries, due the cultural diversity, its historical events, food and customs; This acquired knowledge is of great support for the realization of the different intercultural activities and for the setting of the establishment.

- Within the financial study is clear the total of inversion, 94'482.852, this is a positive amount for the implementation of the business plan.

- During the last two semesters, different data collection techniques were carried out, such as surveys of 7th and 8th semester students and teachers of ECCI University, , Focus Group with the language's assistants of the ECCI, visits to restaurants such as "A seis Manos", "Gringo's Tuesday", "El Ingles Gastro-pub", and a simulation of the

restaurant for the fifth semester students. Consequently, it is influenced the impact act and the great acceptance that Tissage would have as a pub being a space of recreation and intercultural interaction and exchange.

- Keep in mind that Tissage will be located in Zona T in Bogotá, and after the analysis like: analysis the sector, potential customers and SWOT; the costumers could pay for a dish in a ranging from \$16,000 to \$30,000. Those people are willing to pay an amount of \$35,000 to \$50,000 that corresponds to a combo of main course, drink and dessert.

- According to the surveys carried out on students and teachers, the characteristics that are influential when it comes to attending a pub like Tissage are the food, the price and the details of the infrastructure and customer service since it is important to awaken the 5 senses; *Taste, hearing, smell, touch and sight.*

- On the other hand, through the opinions of the language assistants in the Focus Group, it was understood that foreigners do not like having stereotypes about countries, that ending one of the ideas raised at the beginning, which was to dress the waiters in their typical costumes: In the same way, it must choose dishes and ingredients really typical of each country and not fall into the mistake of choosing food that the countries previously named have adopted from other cultures. For foreigners it is very important the attention to the client, the comfort in the restaurant, and the inclusion of Colombia inside the restaurant since its main objective when visiting this country is to know its culture. In the intercultural aspect, they add that the intercultural activities in Tissage are a good idea and they are willing to attend, to share their language and culture with others, and also to have a mutual learning among the other participants.

- Pub Tissage is an idea with potential and positive impacts due to the needs of students, teachers and foreigners when wanting to practice the language, to know the cultures and to interact with people interested in obtaining intercultural experiences. Besides that Tissage has a profit margin of 11'338.642 in a month, this guarantees the recovery of the investment in a year.

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Appendix A: Referential Map

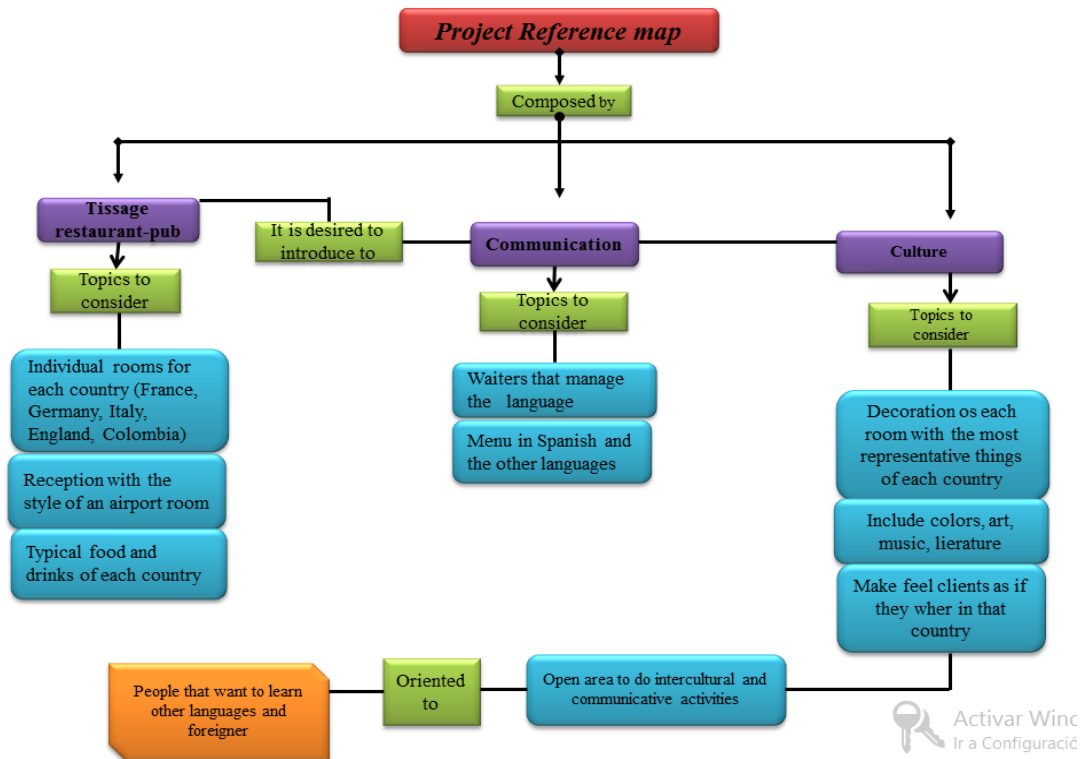


Table 14 Referential Map.

Appendix B: Flow Chart: Planning of Human Resources

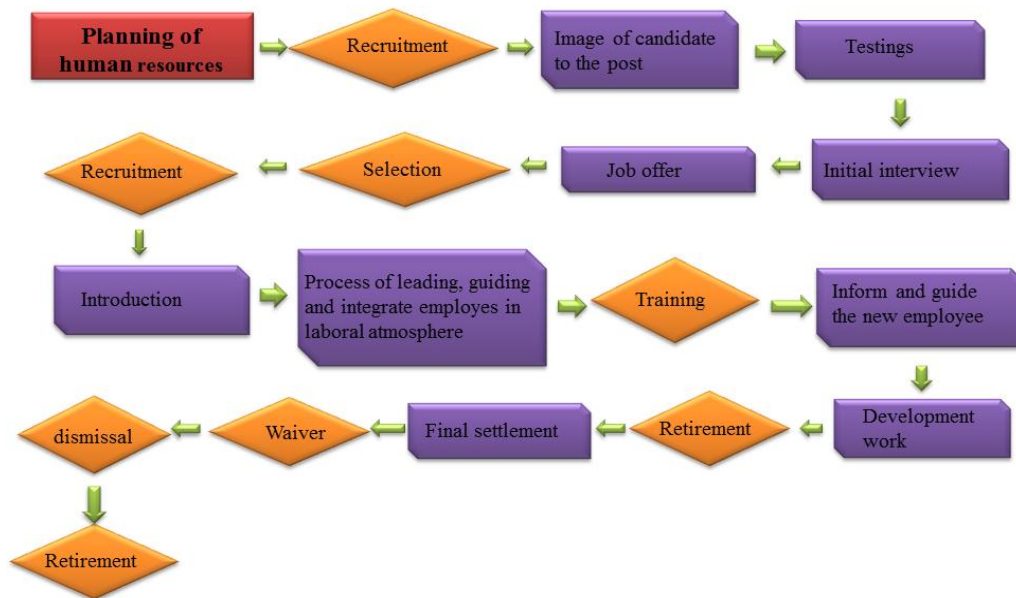


Table 15 Flow Chart

Appendix C: Surveys

RESTAURANTE-BAR TISSAGE

FIRST SURVEY

Nosotras, estudiantes de La Universidad ECCI (Escuela Colombiana de Carreras Industriales) quienes actualmente estamos cursando el quinto semestre de Lenguas modernas, estamos desarrollando un proyecto empresarial cuyo objetivo es la creación de un restaurante-bar para que las personas que conozcan o quieran conocer diferentes culturas puedan comunicarse, socializar, aprender y desenvolverse entre ellas, teniendo un rato ameno durante este espacio que no solo permite aprender de los visitantes, sino que, sea de aprendizaje mutuo.

Por esta razón, estamos realizando una encuesta para evaluar el nivel de aceptación que tendría la apertura de este restaurante-Bar, en el cual cinco países distintos (Alemania, Inglaterra, Colombia, Francia e Italia) tendrán su rincón protagónico, dentro del cual las personas podrán conocer más sobre la cultura de estos países, en aspectos como la gastronomía, música, arte y Literatura. Adicionalmente habrá espacios de integración para que las personas puedan conversar y desarrollar las habilidades de *“speaking”* y *“listening”*.

Las siguientes preguntas van relacionadas con el conocimiento y pensamiento crítico que usted posee de esta propuesta, las preguntas que encontrará a continuación son de tipo cerradas, abiertas, múltiples y directivas. Se recomienda contestar de manera clara, sincera y concisa

1. ¿Ha vivido o viajado a alguno de estos países anteriormente nombrados?

- a. Si
- b. No
- c. Otros ¿Cuál? _____

(Sí su respuesta es no diríjase a la pregunta número 6, si seleccionó si u otros continúe con la siguiente pregunta)

2. ¿Según su experiencia, qué aspectos cree que son los más importantes al momento de viajar a otro país?
- a. Comida
 - b. Cultura
 - c. Economía
 - d. Lengua
 - e. Música
 - f. Arte
 - g. Literatura
 - h. Otros ¿Cuál? _____

3. ¿Extraña la comida del país en el que vivió o ha viajado?

- a. Bastante
- b. Un poco
- c. No le presta atención o no le interesa.

4. ¿Frecuenta restaurantes en el cuál se ofrece la comida del país donde usted vivió o viajó?

- a. Si
- b. No

Cuál _____

5. ¿Cuál es su plato favorito del país en el que vivió (Plato fuerte, Postre, Bebida)?

Rta: _____

6. Marque con un X si conoce alguna de estas culturas y/o con un ✓ si le gustaría conocerla.

X ✓

- a. Inglaterra ☐ ☐
- b. Italia ☐ ☐
- c. Francia ☐ ☐
- d. Alemania ☐ ☐

e. Otra ¿Cuál? ☐ ☐ _____

7. ¿Qué pensaría si en Colombia existiera un restaurante-bar donde se incluya diferentes aspectos de países como Alemania, Inglaterra, Francia e Italia (arte, cultura, hechos históricos, música, literatura) donde usted puede disfrutar su comida típica y a la vez interactuar con diferentes personas según el idioma de dicho lugar?

- a. Es interesante conocer las diferentes culturas de diferentes países
- b. La variedad de comidas permiten al consumidor escoger el producto
- c. Es importante comunicarse con las demás personas en diferentes idiomas
- d. No es interesante un lugar como este ya que no es de su agrado
- e. Otra ¿Cuál? _____

8. ¿Asistiría a un restaurante que ofrece la experiencia de sentirse en cinco países diferentes y además dentro del cual se brinde un espacio para practicar idiomas?

- a. Si Asistiría
- b. Solo me interesa la comida y la cultura
- c. Solo me interesaría practicar el idioma
- d. No me interesa

3.

9. ¿Para usted qué elementos influyen en la elección de un restaurante internacional?

- a. Precio
- b. Atención al cliente
- c. Calidad de la comida
- d. Ambiente agradable
- e. Ubicación
- f. Infraestructura
- g. Otra ¿Cuál? _____

10. ¿Qué tipo de platos, postres, bebidas le gustaría que existieran en el restaurante-bar?

- a. Platos típicos
- b. Platos exóticos
- c. Comidas rápidas
- d. Comida Vegetariana
- e. Comidas procesadas
- f. Cervezas Nacionales
- g. Cervezas internacionales
- h. Otros ¿Cuál? _____

Sin otra y en particular, agradecemos de antemano su atención y tiempo brindado.

RESTAURANTE-BAR TISSAGE**SECOND SURVEY**

Nosotras, estudiantes de La Universidad ECCI, actualmente cursando el octavo semestre de Lenguas Modernas, estamos desarrollando un plan de negocios cuyo objetivo es la creación de un restaurante-bar para que las personas que conozcan o quieran conocer diferentes culturas puedan comunicarse, socializar, aprender y desenvolverse entre ellas, teniendo un rato ameno durante este espacio que no solo permite aprender de los visitantes, sino que, sea de aprendizaje mutuo.

Por esta razón, estamos realizando una encuesta para evaluar el nivel de aceptación que tendría la apertura de este restaurante-Bar, en el cual cuatro países distintos (Alemania, Inglaterra, Francia e Italia) tendrán su rincón protagónico, dentro del cual las personas podrán conocer más sobre la cultura de estos países, en aspectos como la gastronomía, música, arte y Literatura. Adicionalmente habrá espacios de integración para que las personas puedan conversar y desarrollar las habilidades de “speaking” y “listening”.

Las siguientes preguntas van relacionadas con el conocimiento y pensamiento crítico que usted posee de esta propuesta, las preguntas que encontrará a continuación son de tipo cerradas, abiertas, múltiples y directivas. Se recomienda contestar de manera clara, sincera y concisa

1. ¿Qué tipo de restaurante frecuenta?

2. ¿Con que frecuencia asiste a un restaurante?

- a. Una vez a la semana
- b. Cada 2 Semanas
- c. Cada mes

d. Cada 2 meses o más

3. ¿Frecuenta usted restaurantes dónde se evidencia la experiencia intercultural de uno o más países?

- a. Si
- b. No
- c. Otros ¿Cuál? _____

4. ¿Qué es lo primero que evalúa al momento de visitar un restaurante que ofrezca experiencias interculturales?

- a. Comida
- b. Cultura
- c. Economía
- d. Lengua
- e. Música
- f. Arte
- g. Literatura
- h. Otros ¿Cuál? _____

5. ¿Ha vivido o viajado a alguno de estos países anteriormente nombrados?

- a. Si
- b. No

(Sí su respuesta es no diríjase a la pregunta número 7, si seleccionó si u otros continúe con la siguiente pregunta)

6. ¿Cuál es su plato favorito del país en el que vivió (Plato fuerte, Postre, Bebida)?

Rta: _____

7. Marque con un X si conoce alguna de estas culturas y/o con un ✓ si le gustaría conocerla.

- | | X | ✓ |
|----------------|--------------------------|--------------------------------|
| a. Inglaterra | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Italia | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Francia | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Alemania | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Otra ¿Cuál? | <input type="checkbox"/> | <input type="checkbox"/> _____ |

8. ¿Asistiría a un restaurante que ofrece la experiencia de sentirse en cuatro países diferentes y además dentro del cual se brinde un espacio para practicar idiomas?

- a. Si Asistiría
- b. Solo me interesa la comida y la cultura
- c. Solo me interesaría practicar el idioma
- d. No me interesa

9. ¿Qué pensaría si en Colombia existiera un restaurante-bar donde se incluya diferentes aspectos de países como Alemania, Inglaterra, Francia e Italia (arte, cultura, hechos históricos, música, literatura) donde usted puede disfrutar su comida típica y a la vez interactuar con diferentes personas según el idioma de dicho lugar?

- a. Es interesante conocer las diferentes culturas de diferentes países no solo para practicar el idioma, sino también para compartir ideas, conocimientos y demás aspectos culturales.
 - b. La variedad de comidas permiten al consumidor escoger el producto con mayor facilidad
 - c. No es interesante un lugar como este ya que no es de su agrado
 - d. Otra ¿Cuál? _____
10. ¿Para usted qué elementos influyen en la elección de un restaurante multicultural?
- a. Precio
 - b. Atención al cliente
 - c. Calidad de la comida
 - d. Ambiente agradable
 - e. Ubicación
 - f. Infraestructura
 - g. Otra ¿Cuál? _____
11. ¿Qué tipo de platos, postres, bebidas le gustaría que existieran en el restaurante-bar?
- a. Platos típicos
 - b. Platos exóticos
 - c. Comidas rápidas
 - d. Comida Vegetariana
 - e. Comidas procesadas
 - f. Cervezas Nacionales

- g. Cervezas internacionales
- h. Otros ¿Cuál? _____

12. ¿Cuánto estaría dispuesto a invertir en un combo (Plato fuerte, postre y bebida) en este tipo de restaurante, teniendo en cuenta que experimentara una experiencia intercultural y un rato ameno durante su estadía?

- a. \$15.000 a \$30.000
- b. \$30.000 a \$45.000
- c. \$45.000 a \$60.000
- d. Más de \$60.000

Sin otra y en particular, agradecemos de antemano su atención y tiempo brindado.

Appendix D: Supplier-Dealer-Product

COMPANY	MARKET	CITY	CELL-PHONE
Acosta Ballesteros y Cía.	Liquors & Foods	Bogotá	4592707
Villaseca	Charcuterie	Bogotá	747 00 70
El mundo del Te	Tea	Bogotá	329 3171

Appendix E: Publicity



Table 16 Publicity.
Own elaboration.